SATURDAY NIGHT

# WHAT'S FUNNY TO CANADIANS?

by Eric Nicol

SEPT. 11, 1951 VOL. 66, NO. 49

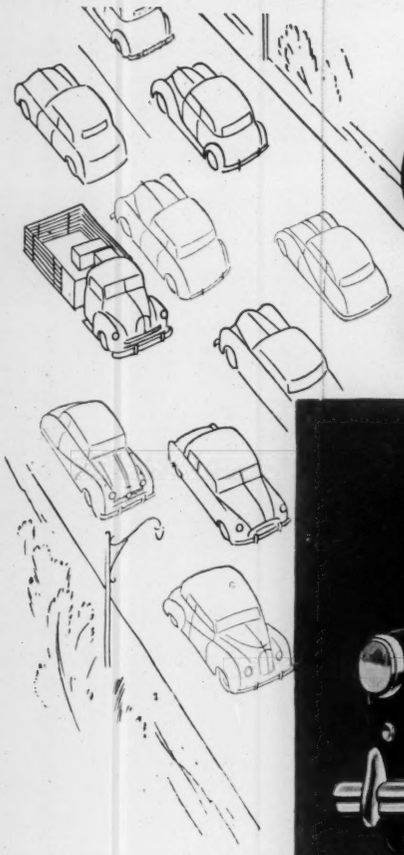
—Eric Skipsey

VANCOUVER'S NICOL: Winner of Stephen Leacock Medal for Humor.

10c

Wool Is a Natural for Fashion - *Page 29*

The Case for Public Relations - *Scott Young*



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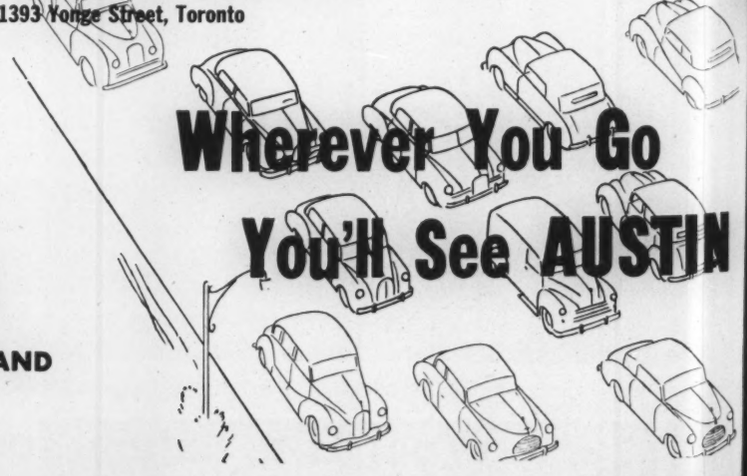

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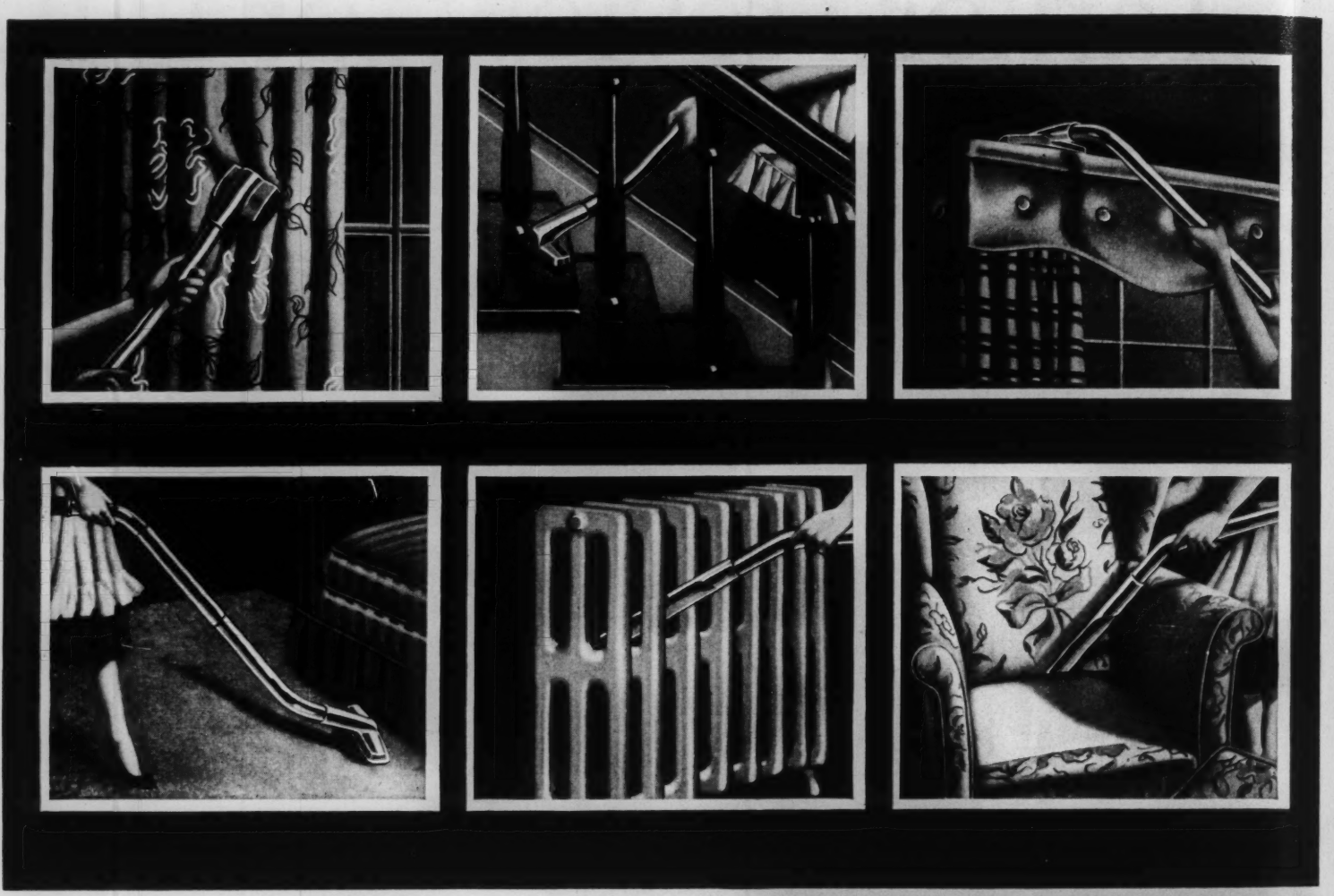

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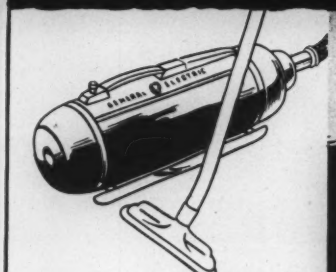
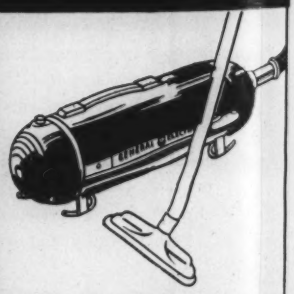


**Deluxe Home Cleaner**



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TORONTO, ONTARIO

SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY

Established 1887

Vol. 66 No. 49 Whole No. 3045

## CONTENTS

### FEATURES


| | | |
|---|---|---|
| DON'T FORGET "REMEMBER ME" | B. K. Sandwell | 7 |
| WHAT'S FUNNY TO CANADIANS? | Eric Nicol | 8 |
| THE BILLIONS BEGIN TO FRIGHTEN | Kenneth Harris | 10 |
| NATO COMES TO OTTAWA | Michael Barkway | 11 |
| DRAMA NEEDS MORE THAN PAT ON HEAD | John Coulter | 12 |
| "POP" GOES THE QUARTET | | 13 |
| MORGAN MOVES TO MOVIES | Dick Diespecker | 14 |
| EGYPT TWISTS LION'S TAIL | Willson Woodside | 20 |
| WOOL IS A NATURAL FOR FASHION | | 29 |
| THE NEW ABSTENTION | Mary Lowrey Ross | 33 |
| MOTEL BUSINESS IS BOOMING | Hal Tracey | 38 |
| THE CASE FOR PUBLIC RELATIONS | Scott Young | 45 |


### DEPARTMENTS


| | | | |
|---|---|---|---|
| Books | 26 | Lighter Side | 33 |
| Business Angle | 39 | Music | 13 |
| Business Front | 38 | National Round-Up | 15 |
| Capital Comment | 19 | Ottawa View | 18 |
| Crosswords | 35 | People | 37 |
| Editorials | 5 | Radio | 14 |
| Films | 34 | World Affairs | 20 |
| Letters | 47 | World of Women | 29 |


## BEHIND THE SCENES

COVER: On Sept. 14, ERIC P. NICOL will be guest of honor at the annual Leacock dinner in Orillia, Ont., home of the late famed humorist. Reason, of course, is the fact that Nicol is Canada's present top humorist, winner of the 1950 Stephen Leacock Medal for Humor. Vancouverite Nicol won it with his second book, "The Roving I." His first, "Sense and Nonsense", has just gone into a fourth printing. Nicol was abroad when the award was announced—writing scripts for the BBC and completing his doctorate at the University of Paris. He returned last month to his old stand as a three-a-week columnist for *The Vancouver Daily Province*. See Page 8.—*Photo by Eric Skipsey.*

SCOTT YOUNG next week tells why "Canadian sport needs a policeman." His job: to clean up the small percentage of dishonest athletes threatening the good name of Canadian sport.

NICHOLAS IGNATIEFF, Warden of U of T's Hart House who led a party of Canadian students to Finland this summer, reports on the Finns' achievements. "Finland is by far the most hopeful phenomenon that is happening in the world today."

R. A. FRANCIS, BC writer, tells how our Better Business Bureaus are meeting the pressure of today's conditions.

LYN HARRINGTON writes a profile on Maritimes photographer Wallace MacAskill.

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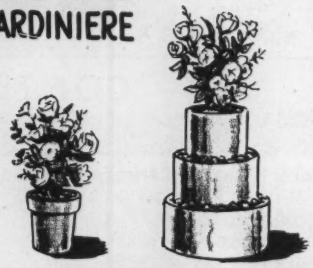
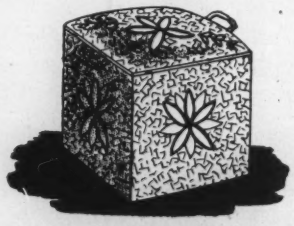
# AROUND THE HOME

## HOME-MADE JARDINIERE



TINS OF VARIOUS SIZES (LIDS REMOVED), NESTED. PAINT OR ENAMEL, PLACE GRAVEL ON BOTTOM OF TINS TO ASSIST DRAINAGE FROM POT.



## HASSOCK FROM BUTTER BOX

LINE WITH CHINTZ OR WALLPAPER. ATTACH LID WITH HINGES. PAD TOP WITH LAYERS OF COTTON. COVER WITH CHINTZ, IMITATION LEATHER OR CLOTH TO MATCH DRAPES.

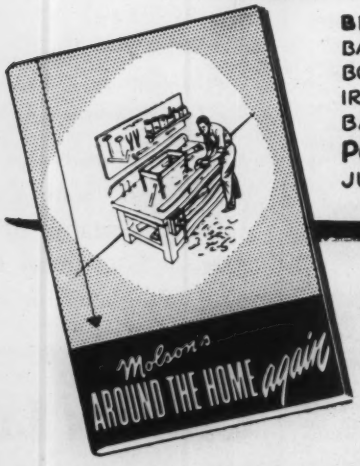
SHOULD NOT FIT TOO TIGHTLY AROUND TREE. WIDTH OF SEAT 16". SLATS OF DRESSED INCH LUMBER. UPRIGHTS 2 x 4. CONNECTING PIECES 2x2. FACE BOARD, THIN PLYWOOD. SMALL CRIBBING NEXT TO TREE TO SUPPORT UPRIGHTS AND CROSS PIECES.

## SILHOUETTE PAINTING

PLACE GLASS OVER PICTURE TO BE TRACED. DRAW WITH INDIA INK IN BOLD OUTLINE. WHEN DRY, COVER BACK WITH HEAVY WHITE CARDBOARD. BIND WITH BLACK TAPE.

## BE *SURE* CAMP FIRE IS OUT!

BEFORE BUILDING FIRE, CUT SODS AND ROLL THEM BACK. DIG OUT EARTH FOR FIRE PIT. BE SURE BOTTOM IS EARTH OR ROCK. ACROSS SODS PLACE IRON RODS OR GREEN SAPLINGS. AFTER - ROLL BACK SODS TO SMOTHER EMBERS - AND **POUR ON PAIL OR TWO OF WATER** JUST TO BE SAFE.




**NEW BOOKLET** You'll find more information on these and many other interesting ideas in the booklet "Around the Home *Again*", just published. Write for your copy to Tom Gard, c/o MOLSON'S (ONTARIO) LIMITED, P.O. Box 490, Adelaide St. Station, Toronto.

ONE OF A SERIES PRESENTED BY
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## Tom Gard's Note Book

August — the month of picnics! Each weekend we try to have something special planned for the whole family — an overnight, if we are at the cottage and weather will permit, or a trip to some picnic area if we are home. Such excursions should be enjoyed by all young Canadians with such excellent beauty spots so close at hand.

It becomes the duty of every adult to learn and to teach safety measures with camp fires if this heritage is to be protected. Each year careless people cause serious losses through forest fires. At this time of year, when our forests are often tinder dry, cooking fires or camp fires should be built on solid rock or right out in the open on packed earth. Embers have been known to smoulder for days and travel many feet underground before they break to the surface if the earth is laden with decaying roots and bits of wood. If a large flat rock is not handy, the Gards use rolls of sod to form the sides of the fireplace and carry the weight of the cooking utensils.

### *Silhouettes*

My teen-aged daughter is painting interesting silhouettes on glass and framing them with cardboard and black binding tape. She does a good job of it, too.

Son Jimmy, not to be outdone by his sister, brought home a set of "tin-can" jardinieres he had made during the craft period at his boys' camp. They were painted and ready for immediate use in his mother's "window" garden.

### *Foot Rest*

When I sit down to relax and put my feet up this winter, it will be with the aid of a new hassock made from a butter box. After completing the record holders for the children in the spring, I promised myself a well padded foot rest before the snow arrived. Just the finishing touches remain. The top has been carefully padded and covered with bright durable plastic. (All that remains to be done is complete the pattern being made with decorative tacks.)

# EDITORIALS

## Time to Face Realities In Living-Cost Problem

IN THE FRANKEST SERIES of articles on inflation we have read the reliable *Economist* makes a case for price increases continuing "as far as human wisdom can see ahead." Minor set-backs, "lasting perhaps at longest two years," are foreseen, but the *Economist* writer believes that the trend the world over is inflationary and that we must adopt not only our thinking, but our accounting and insurance practices and company law to meet the new order.

It is hard to adopt a whole new conception of financial thinking but we in Canada, like all other countries, have been moving so long in the one direction of higher prices we cannot continue to disregard the possibility—or probability—that the higher levels are here to stay. The Canadian Gallup poll reports that 54 per cent of Canadians believe that prices will be higher three months from now than they are now.

*The Economist* correspondent points to the continued inflationary stress of war and cold war, the strength of trade unions, the sacrosanctity of full employment, social services, the price-control habit, the trend towards equality of incomes and of capital wealth. Deflation, he says, "is essentially a right wing measure, and even more important, it is undemocratic . . . The century of the Common Man is no time for orthodox finance."

Among highly inflationary international trends are listed the end of free trade, the end of the gold standard, the rush to industrialize backward but politically independent countries, the new habit of inter-governmental charity like Marshall Aid which has kept price levels from coming down in Europe. "In the nineteenth century there was no floor and no ceiling to prices. Now there is merely no ceiling."

Among the more interesting suggestions to deal with this continuing inflationary pressure is the proposal that insurance premiums increase yearly with the cost of living with the insurance company increasing benefits in the same way. The problems of facing up to wage and salary increases, of interest and capital in government bonds, of creating new trustee security for widows and the maintenance of charities, are all dealt with in this provocative series of economic articles.

Parliament will soon be meeting again in Ottawa and the cost of living will be the dominant issue. It is perhaps too much to expect that the Government will attempt a long term program to deal with inflation; it should not be too much to expect that all parties should realize the dangers and avoid making short-term political capital out of the situation.

## Spelling in Canada

WHEN TORONTO gave a dinner for General George Marshall, it honored the distinguished American Secretary of Defence by straddling the border on its spelling. The complimentary menu clung tenaciously to the "u" in the phrase "in honour of" but dropped it in the next line, "the Honorable George Marshall."

When the Ontario Department of Education many years ago revised the spellers to put the "U" back in the "or" words, it felt it was binding the ties of Empire. It did not give a thought to the headaches of successive generations learning to spell and civic corporations welcoming distinguished visitors from the United States.

Since then the press of Canada, including SATURDAY NIGHT, have dropped the "U", but the child in school is still penalized if he takes his spelling from his daily reading rather than from the official speller. Perhaps this failure of departments of education to recognize the facts of spelling is one of the reasons for the decline in the ability of school graduates to spell.

CHAIN REACTION

## The "Middle Class" CCF

THE CCF Government in Saskatchewan will continue to enjoy the benefits, such as they are, of Communist support in all but "a very limited number" of constituencies, in which the LPP will run its own candidates. Such support will be "active, although frankly critical", according to Nelson Clarke, the LPP organizer for the province, whose view is endorsed by Mr. Tim Buck in the latest issue of the *Canadian Tribune*. The recent CCF convention, according to Mr. Buck, made the main division between the CCF and the Liberals the line between policies looking to peace and policies looking to war. That is all right with Mr. Buck as far as it goes, but both the platform and the party are "predominantly middle class" and terribly susceptible to "the influence of well-to-do supporters of the institution of private property in the means of production". Odd as it may seem to Mr. Buck, the dirt farmers of Saskatchewan evidently want to go on owning their own dirt.

The Communists, we also note with interest, are preparing to take over as their own literary property the late Frederick Philip Grove, precisely as they have already taken over the Ukrainian Shevchenko and the Scottish Bobbie Burns. All these writers are safely dead and cannot give expression to their annoyance.

## Reading Habits

IT IS not surprising now to learn from *The Crimson*, Harvard undergraduate newspaper, that Harvard students prefer "cheesecake" literature for spare-time reading. Our surprise came some weeks ago when we were being conducted around Harvard's famous Yard by a serious curator. Our guide pointed with pride to the new undergraduate library with its huge glass windows. There in one window was a summer co-ed stocking-less, shoeless, her soiled bare feet, stretched against the window ledge as she leaned backwards to scratch a match on the floor and light a cigarette. There was a book in one hand but we couldn't see what she was reading.

## The Newdigate Prize Poem

IT IS not too surprising that no Canadian prior to 1951, of all the many who have pursued their studies at Oxford, has ever won the Newdigate poetry prize, which has just been carried off by Michael Hornyansky, son of the well known Toronto artist. The requirements for success in such a competition include a high degree of disciplined craftsmanship, and that is not the quality in which our young poets most excel. Mr. Hornyansky, we have to admit, was born in Belgium and has lived

for brief periods in England and South Africa as well as in Canada, where however he arrived in time to go to Oakwood Collegiate and the University of Toronto.

"The Queen of Sheba" (Copp Clark, 75 cents) is a 36-stanza poem in a very free pentameter with a rhyme-scheme of ABCBA, CDEDC, etc., which Mr. Hornyansky has handled with high skill. But even more notable are the taste, the delicacy and the power with which he has handled a high poetic theme—the theme of the King who is master of all he surveys, but not of the mind of the woman whom he loves. There have been many poorer Newdigate Prize Poems in the 145 years since Sir Roger founded the Prize.

## Faith and Good Works Updated

WHEN I. Norman Smith of the Ottawa *Journal* returned from a trip to the Orient some months ago, he brought an important message: that eastern people, who have very little of this world's goods, must have a faith, a mysticism, to make up for the lack. The Colombo Plan, an economic aid program in which our Government (with a $25 million commitment) and public and private agencies participate, is helping South and South-East Asia flesh out that mysticism. We hope it makes the easterner's accent on faith include, at least a little more than mere arms can, a faith in the West. The program calls for money and men with technical know-how.

This month the Trade and Commerce Department sent Donald M. Haywood, an executive of BC Packers Limited, to Ceylon as a fisheries consultant to the Government. It is a sobering thought that Haywood's urgent problem will not be expanding their fish industry for export trade; his first job is more fish for Ceylon's own food supply.

But Canada's technical assistance program and Donald Haywood will not be the first good turn this country has rendered Ceylon. From March 1942 until the spring of 1945 the RCAF's Tusker Squadron, No. 413, was based in Ceylon and flew patrols over the lonely stretches of the Indian Ocean. Most dramatic episode was when Wing Commander L. J. Birchall in his Catalina sighted a large Jap invasion fleet approaching Ceylon. Birchall was unable to return to base but before he ditched and was taken prisoner, he wirelessed a warning message that put the island defences on the alert. He is credited with saving Ceylon.

## The American "Time"

CANADIANS have been extensively reminded, by a full-page advertisement in many of their daily newspapers, that the United States weekly *Time* "has been telling the world about Canada". The advertisement included a reproduction of a "Letter from the Publisher", which was stated to have appeared in "all five round-the-world editions of *Time*", reminding readers of ten salient facts about Canada and its economic relations with the United States.

This was no doubt a useful service to Canada, though not at all unlike the services which are performed at periodic intervals by many other United States periodicals which get out "Canadian issues" or otherwise exhibit a natural interest from time to time in the country which is Uncle Sam's best customer and the chief source of many of his supplies.

Canadians who are familiar with the so-called "Canadian edition" of *Time* may have been misled by this advertisement into thinking that the United States edition of that weekly is more or less constantly engaged in telling Americans about the economic importance of the Dominion; but this would be a serious mistake. In the twelve issues of the U.S. *Time* ending with the issue of August 13, two contained no mention of Canada whatever, two contained one item (the Ste. Cunegonde fire and the death of Red Hill respectively), and the remaining eight had two items apiece, several of which, such as those on the seaway project, Niagara River power diversion, Canada-U.S. joint defence, and the Royal Tour (which is expected to include the U.S.), would have been necessary news for Americans even in a periodical not professing any special interest in Canada. The other items were: the new UNB library, the book of Roger Buliard on the North, the Canadian troops in Korea, the Massey Report, the Chinese ships under the Canadian flag, the four by-elections, the cost-of-living index, our relations with Tito, a film by the NFB on the Iroquois, and two strictly picturesque (and *Time*-esque) stories of the pancake recipe of a New Brunswick guide, and the antics of a Vancouver newswoman pen-named Penny Wise on a trip to Korea. Such are the services to Canada rendered by the news columns of *Time* in a period of three months.

In one of these items there was an unnecessary and unjustified suggestion of a long-standing feeling of grievance by Canadians against the U.S. "There has been more talk this year of Canadian-American friction", said *Time* on May 28, "than at any time since 1911, when a Dominion election was fought, in part, on the issue of 'no truck nor trade with the Yankees'." Americans who have only a very dim knowledge of the Reciprocity Campaign and of President Taft's "adjunct" speech would be very likely to interpret that reference to 1911 as indicating a serious feeling of hostility towards their country. There never was any such feeling, and the 1911 vote was due mainly to a reluctance to commit the structure of Canadian trade to channels which could not be relied on as being permanently free of tariff obstructions.

—Dept. Trade and Commerce

DONALD M. HAYWOOD

## PASSING SHOW

THE chief aim of all ex-Communists is to make it appear that everybody else is either an ex-Communist or a Communist not yet Ex-.

The Canadian troops in Korea are said to be "aggressive". Watch out: *Pravda* will be saying that we admit they're aggressors.

The books of Confucius are now banned in Communist China. Confucius say (deleted by censor).

Emily Post says no acknowledgment is needed for a get-well card. But, of course, one can get well.

LITTLE POEM ON CURRENT EVENTS

The Bong of Wong

Succeeds Kaesong.

"If you're bald," says the *Globe and Mail*, "the chances are you'll have more boy children than girls." Choice of no hair or no heir, eh?

Lucy says it's all right about Russia not attending the Japanese peace treaty meet, because after all Russia didn't attend the Japanese war very much.

## Prolonging Childhood

WE HAVE been reading a remarkable book recently published in England, whose title to notice lies largely in the fact that it was written by a young girl at the age of fourteen. It is called "A Journey to Florence in 1817", was written as a diary of a trip to Italy and a stay in a furnished house in Florence, and was the work of Beaujolois Campbell, daughter of the Lady Charlotte Bury who herself left us the well known "Diary of a Lady-in-Waiting", much valued by social historians for its record of the unhappy life of the consort of George IV. So the young Beaujolois came naturally by her descriptive gifts.

But the thing that has fascinated us, as it seems to have fascinated many of the reviewers, is the astonishing maturity of the thinking and expression of this, by our standards, child of fourteen. How did girls of that period, and of good family and upbringing, acquire this maturity so early? Raymond Mortimer, one of the English reviewers who have dealt with the book, thinks that it is our own period, not that of 1817, which is exceptional. "I doubt", he says, "whether there is any precedent in history for the present custom of prolonging infancy into childhood, and childhood beyond the age of adolescence, so as to postpone as long as possible the process of growing up. Boys of eight, who fifty years ago would have known the rudiments of Latin, now often cannot even read; and at fifteen are apt still to like no books except those written for children."

It was generally supposed that the disappearance of the domestic servant, by throwing the young more closely into the society of their elders, would make them grow up faster, but the experience of the last twenty years has not justified this expectation. What has actually happened is that the children of the former servant-employing classes, instead of seeing more of their parents, have in many cases seen a lot less, as a result of being turned over to the schools during school-time, to a "camp" in summer, to various organizations for teen-age entertainment at odd moments, and always and all the time to the society of their coevals, unmitigated by any chaperonage or other adult control. Even in 1917 there were few, and in 1817 there were no, kindergarten schools, Boys' YMCA gymnasiums, summer camps for the young, "non-adult entertainment" cinemas, children's rooms in the public libraries, community dance-halls, and other devices for relieving the home of the presence of its younger members.

And we are beginning to doubt whether our classes in civics, psychology and sex do half as

much for the present-day youngster as was somehow done for Beaujolois Campbell. How agreeable it is, murmurs Mr. Mortimer, and how rare it is we add under our breath, "to meet children who have been brought up, as she was, to enjoy conversation with grown-ups."

## Television and Poverty

THE extraordinary thing about the debate on television sets in subsidized housing which has been raging in Toronto for weeks, and which is liable to burst out in any other Canadian city which has subsidized housing and can get television signals, is the complete ignoring, by all the debaters, of the one really vital issue which is involved.

Subsidized housing is something which is provided by the community (and the case would be exactly the same if it were provided by private generosity) to meet the needs of people who are too poor to pay for housing at the prevailing rate of rental. It is unquestionably a form of public assistance, and in a less sensitive age would be described as charity. There is no discredit attached to the acceptance of it, and the need for it is often the result of a combination of economic misfortune and a large family.

But the supply of such less-than-cost housing is decidedly limited, and there is probably not enough of it to go around the really needy and deserving cases. It is therefore not only reasonable, but essentially just, to demand that those who receive the benefit of it shall be really needy and deserving cases. And we must flatly refuse to believe that a family which has acquired a television set out of its own resources belongs anywhere near that classification; while if the set has been presented to it by some loving friend it ought to have persuaded that friend to give it something more immediately useful and necessary; or it should sell the set to somebody else.

People with television sets do not belong in subsidized housing, because they are keeping out people who have no television sets. And people who have no television sets are more deserving of subsidized housing.

## Over-Particular

THE *Ottawa Citizen* describes this journal as lacking in culture because we recently stated that Ottawa was having difficulty in preparing to deal with a forthcoming international assembly which would involve "an influx of over 5,000". We could have understood this if the *Citizen's* objection had been to the suggestion that Ottawa could have difficulty in dealing with so modest an addition to its population; but that was not it. The *Citizen* thinks that we should have said "an influx of more than 5,000".

In these days of newsprint shortages, high cost of living and general disgruntlement, we should have thought that the *Citizen*—which needs a lot of newsprint itself—would have welcomed a way of saying "more than 5,000" which saves a whole word, even if it is a word of only four letters. And where the *Citizen* got the idea that "over 5,000" is not "cultured" English we cannot imagine. The Oxford Dictionary assures us that "over" in the sense of "in excess of, above, more than (a stated amount or number)" is perfectly good English, and has been so ever since the Middle English period, which is quite a long while ago. And if the *Citizen* wants to shift its ground and claim that its objection was really to the two prepositions "of over", it just happens that the Oxford example is "a distance of over 700 yards".

# Don't Forget "Remember Me"

**by B. K. Sandwell**

THE extraordinary story of the Canadian novel "Remember Me", by Edward F. Meade, is one which has to be viewed from many different angles to get its entirety; and for the sake of future historians of Canadian Literature it seems desirable to record the views of some of the more important angles in a single article. SATURDAY NIGHT has therefore set itself the job of inquiring from a number of different sources what were the various facts in connection with the Canadian career of this work.

—Nakash

B. K. SANDWELL

The underlying fact which must not be forgotten is that English-speaking Canada is a very limited market, and can be supplied with sufficient copies of most publications without any domestic edition, in the sense of an edition put to press within Canada. It is indeed creditable to Canadian publishers that the method of importing copies (usually provided with a special title-page) is not more often resorted to, and that a real Canadian edition is produced of so many new works. But the fact remains that "Canadian publication" includes, and quite properly so, the importing, by agreement with the British or American publisher, of a sufficient number of copies printed in Britain or the U.S. to justify the use of the Canadian publisher's name and the services of his selling organization. On the other hand it also happens not infrequently that a book is physically produced in Canada and, by the reverse transaction, a British or U.S. house takes a certain number of copies which have been printed in this country.

When the Massey Commission in its admirable Report stated that "Remember Me" had not been published in Canada, it was in error. In this sense of the term "published in Canada" it was published here at the time of its first appearance, and it was actually put to press in Canada at a later date.

### Reviewed by SN

Dr. C. H. Dickinson, general manager of the Ryerson Press, writes: "The book was published in England by Faber & Faber, for which firm we were at that time the Canadian agents. We obtained copies of the book for sale. I have record of at least 15 advertisements of it which were placed in Canadian newspapers and journals; I have clippings of 17 reviews of the book, one of which is from SATURDAY NIGHT, November 23, 1946. The title appeared in our respective catalogues during at least three seasons. We sold approximately 1,000 copies of the book and could have sold many more but the British publisher could not supply them because of lack of paper for reprinting in his country . . . The success of the book might have been very much greater if the British publisher could have printed a larger edition or if under the circumstances he had been willing to allow us to import the American edition. We do not lightly disregard the good work of Canadian authors."

Dr. Dickinson's letter might lead some readers to assume that there was an American edition, but actually we think he means that if the British publisher had been willing to allow Canada to take part of an American edition such a one might have been produced. Mr. John Gray of the Macmillan Co. of Canada writes: "The real disaster of 'Remember Me' was, I believe, that the New York agent who was supposed to be placing the book in the American market lost his copy of the manuscript at a time when there had been almost no war books published in the United States, and when it might have had a great success. As a result it missed the market and was never published there."

Mr. Gray adds: "Subsequently 'Remember Me' went out of print in England and with the author's approval our firm offered to print it here if the English publisher would take about a third of our edition. We were not confident of being able to sell the remaining two-thirds, but we were interested in the book and the author. As the English publisher could not help out, the project was abandoned."

### The Reprint Society

But the "angle" which is entitled to feel the greatest amount of grievance over the allegation that "Remember Me" has not been published in Canada is certainly the Reprint Society of Canada, a Montreal book club which subsequently produced in Canada a special Canadian edition of the book as a unit in its reprint series, a monthly issue which has contained a great many Canadian works of fiction of high merit as well as a number of British and foreign writings. The facts of the case as they touch the Reprint Society's edition have already been explained in these columns; but the great majority of the Reprint Society's books are not, under the terms of their copyright arrangements, saleable to the public, and the fact that this book was an exception was probably not widely known.

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## VIVE LE SPORT!

*"Bombay* (Reuters).—The Bong of Wong has promised Indian authorities that he will cooperate in trying to put down head-hunting by his tribesmen on the Indo-Burma frontier. The Bong of Wong is the leading chieftain of the Naga tribe, and he made news during the Second World War when he officially declared war on the Axis powers . . . British and Indian administrators who have lived among the Nagas describe the tribes as 'extremely likable people'."

THE *Britishers stick to cricket;*
*Americans love to bet;*
*The Russians play (or so they say)*
*A dangerous form of roulette.*
*But out near the Brahmaputra*
*And the Chindwin River beds*
*They've a favorite sport of a different sort:*
*Collecting human heads.*

*Where India meets Burma*
*The Naga tribes belong;*
*Their senior man (with a marvellous tan)*
*Is the eminent Bong of Wong.*
*They're "extremely likable people",*
*And we read in a news report*
*That their Chief of State will eradicate*
*The favorite national sport.*

*It's going to be hard on the Naga*
*Whose bravery's always assessed*
*By his noggin collection, the early rejection*
*Of which is desired by the West.*
*One wonders what slightly less lethal*
*Pastime will appeal to these chaps;*
*Some sport, the creation of civilization:*
*Ice-hockey or rugby, perhaps.*

J.E.P.

# What's Funny

## by Eric Nicol

### Drawings by John Richmond

GROUCHO MARX tells a story about a butcher. It seems that Groucho bought his chops regularly from his butcher and in the course of purchase tried out his best gags on him. The butcher never cracked a smile. Then one day the butcher learned that his customer was Groucho Marx, the famous comedian. After that Groucho had merely to say, "A pound of liver, please," and the butcher would collapse with merriment.

Without implying that we are a nation of suggestible butchers, I would say that Canadians present a high degree of inertia to humor. This does not mean that we don't like to laugh. We do. The Canadian laugh is a good, strong explosion and I would match it against any guffaw in the world. But *we don't expect* to laugh. We approach written matter solemnly, with profound faith that it is the literal truth, and probably bad news at that.

Here is an example. Several years ago I wrote a facetious piece for a Vancouver newspaper about the origins of Regina. It went, in part:

"There was nothing at Regina when the first pioneers rolled in with their covered wagons, except a couple of old cow skulls, too big for novelty ashtrays, and a lot of wide, open prairie. You could see for miles in every direction, of course, but so could everybody else, so that you couldn't get away with a thing.

"This resulted in the invention of the outhouse, a utilitarian structure which caught the popular fancy in spite of many who dismissed it as a passing fad. One outhouse led to another and soon a town sprang up on the bank of the river, spraining its back. This was to be Regina."

Well, I didn't expect this nonsense to convulse every subscriber, but I was unprepared for the letters from Regina. One gentleman angrily informed me that I had corrupted the history of a fine city and should be publicly flogged. Another, more hurt than indignant, said that he had been a personal friend of original pioneers of Regina and knew for a fact that the city had not grown out of an outhouse.

I suddenly felt the chill wind that blows around the legs of Canadian humorists.

ANOTHER TIME, on the CBC, I gave what I thought was a gaily irreverent talk on Victoria, BC, in the course of which I described Victoria as the only cemetery in the world with a business section, and made a few other cracks that I felt sure would be taken in good part.

I wasn't even off the air before the studio switchboard was ablaze. People with cultured accents were clamoring for a priority in drawing and quartering me. A representative of the CBC was obliged to fly to Victoria to assure the Chamber of Commerce that I was only trying to be funny. I felt terrible, like somebody who has put a lampshade on his head for a laugh only to have it shot full of arrows.

It is easy to say that these complaints come from only a handful of stone-faces with fossilized funny bones, but I am convinced that the trouble goes deeper than that. My own theory is that several factors have a damp influence on Canadian humor.

First, there is this faith in a straight reply that is a hangover from the frontier. Humor is not a straight reply. It is a way of approaching the truth sideways and upside down.

Thus, in our frontier scene, the horseman thunders up to the man standing at the crossroads and yells: "Which way'd they go?"

ERIC NICOL *is the 1950 winner of the Stephen Leacock Medal for Humor. He receives his award at the Leacock Memorial Dinner in Orillia, Ont.*

# to Canadians?

## Are we too serious-minded? Yes, says Vancouver humorist

## "I-dare-you-to-make-us-laugh" seems to be our attitude.

The man replies: "They went thataway," and points down the road.

Whereupon the horseman turns and rides off in the *opposite* direction. That is humor. Humor turns in the middle of a sentence and rides off in the opposite direction. It confounds the assumption of the reader, the man at the crossroads, and in the case of the Canadian reader that assumption is remarkably strong.

Or perhaps not so remarkably. Every nation no doubt requires a millenium or two to develop the sceptical smile with which the Frenchman, for example, approaches virtually all printed matter this side of Holy Writ, and even beyond. Canadians are not a sceptical people.

THAT IS WHY such humor as does succeed in Canada is usually the straight narration of humorous experience, such as Betty Macdonald's "The Egg and I." Satire, being devious, has yet to come into its own. That is why Dr. P. G. Hiebert's extremely funny "Sarah Binks," the official biography of the poetess laureate of Saskatchewan whose verse "captured the flatness of the prairies", did not enjoy a popular acclaim to match the enthusiasm of the critics. And that is why, in Canada's present intellectual climate, Voltaire would fall flat on his face.

"Sarah Binks" did strike angry sparks from Saskatchewan, however, pointing up another hazard for the Canadian humorist: a regional touchiness. Saskatchewan, like every other section of Canada, still says, "Smile when you say that, podner." Dr. Hiebert said it with a straight face and Saskatchewan reached for her shooting irons.

Again, we need a little more time, and probably people, to provide the humorist with a target that can take it. The English love making fun of themselves and, in fact, hardly ever make fun of anything else. They know they're good and they can stand the chaffing.

We in Canada aren't sure yet how good we are. We still have some of the self-consciousness of growing up. Our funny stories begin: "There were three men, an Englishman, an Irishman and a Jew." Or in English-speaking Canada we have, with accent, the one that goes: "Pierre, he live in Montreal. His wife . . ." And so on. I am waiting, rather impatiently I'm afraid, for the story that begins: "It seems there was this Toronto insurance salesman . . ."

Which reminds me that, as a result of these natural enemies, Canadian humor has been driven underground. Become nocturnal, it squirms to the surface in smoking cars, or in bottle-littered kitchens. By the time it appears it is usually pretty dirty. It is sort of a Black Art.

ONE CANADIAN HUMORIST I've heard of works for a life insurance company, but he has become so adept at the Black Art—his French-Canadian stories are killing—that he doesn't have to sell insurance any more. The company doesn't call him a humorist, though. He's a "General Supervisor" and just travels around.

Yet in the hard-pan of Canadian culture grew the humor of Stephen Leacock, one of the funniest men ever to put tongue to cheek. I believe that it was the measure of his greatness that he was able to convince Canadian readers that he was funny. He broke the path for those who have followed.

The editor or publisher need only preface a new humorist with: "a worthy successor to the late Stephen Leacock" and, like Groucho's butcher, we are smiling and ready to have a good laugh.

Perhaps things will be easier from here in.

## CONGRESS CUTS FOREIGN AID

# THE BILLIONS BEGIN TO FRIGHTEN

**by Kenneth Harris**

*Washington.*

IT NOW seems certain that the United States Congress will not authorize the full 8½ billion dollars which President Truman requested last May for the Administration's Foreign Aid program for the coming year.

The House of Representatives has voted to clip more than a billion dollars from the authorization submitted to it, and the Administration will consider itself fortunate if the Senate does not make an even deeper cut.

It is improbable that the Bill, which should have been cleared by the end of the fiscal year, June 30, can become law before the middle of September. After a joint House-Senate conference has resolved the differences in the two sets of proposals, it will be necessary for both Chambers to vote final approval.

The Administration's failure to get its original foreign aid program through Congress is due to the difficulty President Truman is finding in keeping the Democratic Party firmly behind the Administration's policy. This situation arises from the Democrats' concern over the unprecedented scale of peace-time expenditures and their fear that public resentment against them is putting a heavy burden on the party at a time when the 1952 election campaign is already beginning.

—International

MAKING THE CASE FOR AID TO EUROPE: Filling in for Eisenhower, who apparently felt that a trip home at this time would be politically embarrassing, his able Chief of Staff at SHAPE Headquarters: General Alfred M. Gruenther.

—International

TOO MUCH OF A GOOD THING: Sen. Tom Connally, long an Administration stalwart, shown here with General Lawton Collins, burst out recently and accused Marshall Plan officials of sitting around "thinking up ways to spend money."

Although there is pressure for cuts in the military expenditures proposed by the Administration, the main criticism is directed at the economic aid clauses. The pace has been set by the House of Representatives who, for example, voted to cut Europe's authorization from nearly 1½ billion dollars to just under a billion.

There is no doubt that Congress is in a highly economical mood. To take a striking example: the House has just slashed the supplementary Civil Defence program from $535 million to $62 million, a cut of five-sixths, and this at a time when the American people are reported to be extremely sensitive to the possibility of atomic attack. The Foreign Aid Bill is the victim of an unfortunate coincidence in that it is up before Congress simultaneously with the President's request for a $10 billion tax bill, which, even if it is cut to the $7 billion demanded by the House, will mean an increase of 12½ per cent in the income tax of every taxable American.

At this moment the Foreign Aid program is in the hands of the Senate, whose Joint Armed Services and Foreign Relations Committees have ignored the President's appeals that the bill should be restored to its original shape and have decided that nearly $1 billion shall be cut from its original request.

### Case of Senator Connally

What worries the President about this is not so much that the Committees have ignored his appeals but that some of his loyal Administration Democrats have voted against what they know to be the President's final assessment of the minimum authorization necessary to make foreign aid not a mere gesture but a real contribution to the defence of the free world.

President Truman's difficulties are vididly illustrated by the behaviour of Senator Tom Connally of Texas, a veteran Democrat who as chairman of the Foreign Relations Committee and a senior Senator is Mr. Truman's chief lieutenant in the Senate. The Foreign Aid Bill has spurred Senator Connally into expressing a general sense of discomfort with Adminstration policies, which, like many other loyal Democrats, he feels more acutely because he is coming up for re-election next year.

The Senator has heard that the Democrats in Texas are so dismayed at the rate of Government spending that he will have to fight hard to retain the Democratic nomination. He has also heard that the Republicans are making so much progress in the State that they are expected to break the traditional Democratic monopoly in Texas and send several Republicans to the House of Representatives.

Connally has already protested openly that, while Democratic leaders like himself have to do the dangerous work of raising taxes from their constituents, the much easier task of spending the money on Marshall Plan aid is given to prominent Republicans like Mr. Paul Hoffman, the first ECA Administrator, and his successor, Mr. Foster. Senator Connally also knows that the military aid appropriations may enable General Eisenhower to make such a success of European rearmament that if he stood as a Republican candidate he would have an excellent chance of winning the Presidency for that party.

### Sees Acheson as "Profligate"

Other loyal administration Democrats like the Senator would have preferred to enter the election campaign without carrying Mr. Dean Acheson as Secretary of State. Mr. Acheson has recently added to his reputation as a pro-European profligate by bluntly telling the Senate Committee that the United States must spend $25 billion on foreign aid in the next three years—that this year's appropriation, in fact, is only the first of three inescapable instalments.

Senator Connally was further upset when he heard that the Administration proposed to spend $307 million in aid for Formosa, thereby, in his estimation, taking over and paying for one of the Republican Party's pet schemes: the support of Chiang Kai-shek.

Finally, like many other Democrats, Senator Connally finds himself on the eve of the election campaign forced into demanding on behalf of his major supporters in Texas specific settlements on domestic issues which the Administration is stubbornly opposed to. He is anxious, for instance, to have the right of ownership of tideland oil transferred from the Federal Government to the Governments of the States off whose shores the tidelands lie.

—Herblock in Washington Post

"DON'T BE ALARMED: WE'LL JUST SINK THE BOTTOM PART."

President Truman is strongly opposed to this move.

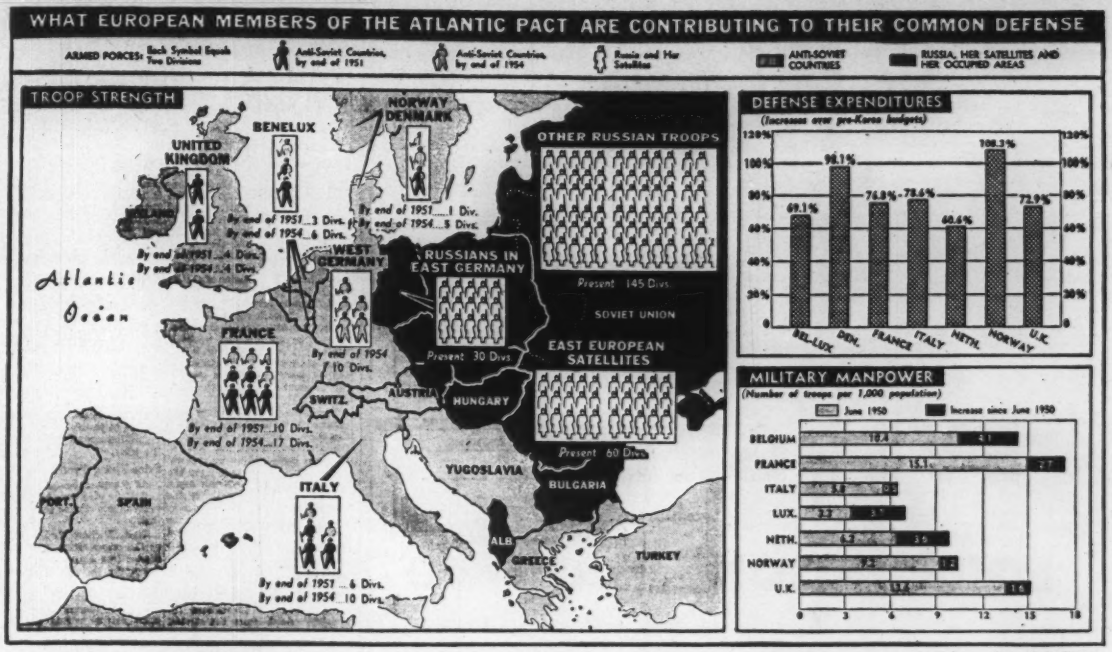
There was some doubt, while the powerful Joint Committee sat in secret session on the foreign aid bill, as to how far Senator Connally would be able to reconcile his loyalty to the President with the deference he must pay to the opinions of his electors. Now, however, President Truman knows that Senator Connally would have gone even farther than the Joint Committee majority, in cutting $1 billion in economic aid alone.

### Might Have Been Worse

From the point of view of those European and Asian governments who are due to benefit from the foreign aid program, it may be encouraging to find that the opposition to it comes less from a feeling in Congress that the foreigners are not pulling their weight than from the way in which domestic and even partisan American issues are impinging on foreign policy. Far less criticism of America's foreign allies came up during the foreign aid hearings than was expected, and infinitely less than was heard during the hearings on the dismissal of General Douglas MacArthur.

This may be due to the turn in the Korean situation, and reports of developments in the North Atlantic Treaty Organization, particularly of the progress with the European Army question. At the same time, it is disquieting to see that not only has the bi-partisan foreign policy initiated by Senator Vandenberg crumbled but that issues inside the Democratic party itself are preventing it from giving solid and immediate support to the Administration's leadership.

Far from feeling disappointed if President Truman cannot supply as much foreign aid as they had expected, in view of the difficulties with which he is faced in Congress, overseas aid recipients may feel gratified that the President looks like being able to supply as much as seven-eights of what he had originally intended.




—New York Times

ATLANTIC TREATY MEMBERS, assembling for biggest meeting to date in Ottawa, will compare each other's contributions.

## *CONFERENCE OF PARADOXES*

# NATO COMES TO OTTAWA

**by Michael Barkway**

*London.*

THE ATLANTIC COUNCIL, meeting in Ottawa this month, has never before met in Canada; and it is altogether suitable that this particular meeting should provide Canada's opportunity to play host. Canada initiated the reorganization of NATO which brings all the three key ministers (foreign, defence and finance) from each country. Canada has always led the move to make NATO something more than merely a military alliance; and for the first time military problems will take a back seat at the Ottawa meeting. The main emphasis will be on political and economic problems.

It looks like being a conference of paradoxes. The most important things to be done are things that will not make news. The short-run developments—notably the admission of Turkey and Greece—will seem to be turning NATO more and more into a purely military anti-Soviet pact. Yet actually this council will lay more emphasis than ever before on the constructive, positive side of the treaty.

THE German problem—rearmament and the revision of the occupation statute—will not be formally up for discussion. Yet nothing will be more eagerly awaited than the report on the Acheson - Morrison - Schuman decisions on Germany—decisions which may largely set the whole pace of European integration. Reports on the growing defences of western Europe and on the still-worrying lag in defence production will emphasize the need for still greater efforts by everyone. Yet there will be more interest in finding possible ways to ease the burden from some of the hard-pressed countries of Europe.

Until the Ottawa meeting there will be no formal decision about admitting Turkey and Greece. But it seems that they are already as good as in. Already London headquarters of the North Atlantic Treaty Organization is wondering what to do with the files containing the arguments about them. You can hardly show a new member of a club all the objections that were raised to his admission. And the fact is that at least half the NATO members would still prefer to support Turkey and Greece through a separate Middle Eastern Pact, instead of calling them "North Atlantic countries" which manifestly they are not.

But two arguments are likely to prove irresistible on the other side. Turkey, a proud and sensitive country, will not be content to be relegated to what might seem a second-class pact: not now that membership in NATO has been so widely canvassed. And the United States Administration is determined to handle it through NATO; because this is the only way to avoid another long Congressional wrangle about a new treaty.

THE difficulty about the Middle Eastern defence plan is that half the NATO members—including Canada and the Scandinavian countries—want to have nothing to do with it. But Australia, New Zealand, South Africa and some others, which have nothing to do with NATO, may be vitally concerned with the Middle East. This is why the British are getting some support for a scheme whereby the Middle East Command may not be responsible to NATO at all. They want it to be given to a British general responsible to the U.S.-U.K.-French Chiefs of Staff. This means, of course, the NATO Standing Group under a different hat; but this hat would not put them under the Atlantic Council. At this point you may well ask why

CONTINUED ON PAGE 43

—International

STRONGEST PROPONENT of making the Atlantic Pact more than a military alliance is General Eisenhower, here shown watching new American troops in Germany. Ike is urging West Europeans to federate, U.S. to press them to it.

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*THEATRE AND MASSEY REPORT*

# MORE THAN PAT ON THE HEAD

by John Coulter

"LIVE HORSE and you'll get oats." In my native country that saying was the cynics' comment on hopes certain to turn sick. In my country of adoption any hope that public funds might be adequately used to help fledgling theatre find its wings is already a sick hope. "Grow strong, Canadian theatre, strong enough to fly without help, and maybe you'll get help." It's a rich joke.

With such encouragement can't you see the township thespians laughing and laughing and then scrambling up the haystack to spread their costume wings and soar? Yet this is the sum of the encouragement which Canadian theatre will find in the Royal Commission's two volumes of several hundred-thousand well-considered, coolly reasonable, suitably unexcited and oh-so-unexciting words.

In brief, the Commissioners' report that there's much interest in theatre in Canada but no adequate professional means of nourishing it, and that this interest is manifest and nourished principally through the activities of the DDF. (The distinction is not stressed between the theatre as: a form of creative art; a part of commercial entertainment industry gambling with "risk capital"; and as the social pastime known as amateur theatricals with overtones of cultural prestige.)

What, chiefly, does the Commission recommend as public assistance to theatre? That, through appropriate voluntary organizations, some money should be spent on "the underwriting of tours" of Canadian productions, and in providing awards for young people "whose talents have been revealed in national festivals." If, to the triumphant justification of incorrigible optimists, these so reassuringly unextravagant recommendations are acted upon, what should be the practical effect?

Probably that the DDF should have some assistance in its annual struggle to keep off the rocks; and that a few amateur or semi-professional companies of players who, by persistently disregarding every precept of economic sanity, and by dint of feeding on their own substance, had managed to survive through several seasons, should be helped to tour their shows here and abroad; and that a few talented young people would be helped to go abroad for training as theatre artists (to be contentedly employed afterwards in what Canadian theatre?) Live horse and you'll get oats.

The tone of these remarks may suggest that, in my opinion, the commissioners have not correctly interpreted the attitude to the theatre of the tune-calling Canadian taxpayer at large. On the contrary, I think their interpretation discouragingly correct. And that is evidently also the opinion of Mr. Robertson Davies, who prepared for the Commission a special study of our theatre.

Mr. Davies offers his opinion in the form of a dialogue, at times mildly ironic but always amusedly aloof and urbane. Surely he is in danger of biting his tongue when he publicly bids himself, "restrain your Celtic emotion." He reminds us that one Canadian of genius could bring Canadian national theatre into existence, as Yeats and Stanislavsky and Lilian Baylis brought national theatre into being in their native lands.

I used to think and say so myself. Now I add a conditional clause—*if* the Canadian public were as ready for such a Messiah as were the Irish, Russians, British. Even so, the task of the Canadian should be enormously more difficult, since in Canada there are so many Canadas, so many racial and national elements still far from constituting what the milkman would call a homogenized Canadian people. I suspect that the appearance of such a genius is an expression and product of the public's need and readiness for him. I am not sure that we are ready. Or maybe we don't know our own brat—prodigy I mean—when we see him.

Having thus played John the Baptist to our coming Messiah of the theatre, Mr. Davies turns a sceptical, wary eye on the horde of theatrical road-graders now busy in the wilderness preparing the way. No bonuses for them! Mr. Davies is for helping them in a merely negative way. "Lessen their burden," he says, "but give them no cash." Good old hard-headed, puritan-pioneer stuff! As to the small brass tacks, he would have railway fares reduced for touring companies, and would relieve them of paying amusement tax. He would encourage competent criticism, and would offer oats to the horse if only, unfortunate nag, he can keep on the road long enough to earn and eat them. Let Canadian theatre "thoroughly learn its job" before looking for help to learn it. (I wonder had the Abbey Theatre thoroughly learned its job when Miss Horniman kept it in existence by presenting it with the theatre, recently burned down.)

But what might be happening today, had some enlightened millionaire—or body of citizens corralled by an omnipotent Women's committee—offered a ten-year lease of a suitable small stage to, say the New Play Society of Toronto who, during several seasons, had proved its ability to learn and do its job. (The job of staging plays which were a flowering of Canadian life in terms of theatre.) "But if we can develop even one company," says Davies, "which can move Canadians to tears and laughter . . . we

CONTINUED ON PAGE 28

—Alex Gray

**SOLWAY STRING QUARTET includes, from left, Maurice Solway, violin and leader; Ivan Romanoff, viola; Marcus Adeney, 'cello; and Jack Groob, second violin.**

*MUSIC: THE LISTENER FIRST*

# "POP" GOES THE STRING QUARTET

EVER SINCE its inception in 1947, the Solway String Quartet has been waging a winning battle to prove that chamber music is not the rarefied entertainment or "musician's music" that laymen think it is. Violinist Maurice Solway, the group's founder and leader, is convinced that if you start with the listener and his interests, and not with the music for its own sake, you can demonstrate that string quartets and chamber music are flexible, alive and pleasing to anyone.

"We've been travelling around Ontario for three seasons now and we've been playing for audiences that have probably never even heard the term 'chamber music'. We give them a varied program that includes a full-dress quartet by Haydn or Mozart, say, and we also give them a quartet arrangement of Gershwin tunes. Or maybe we play 'Loch Lomond' or 'Three Blind Mice' or 'Pizzicato Polka'. That's what I mean by starting with the listener. We give them a little of everything: a few of the things people are used to—presented in a new way—and a few things he *doesn't* know. And they like them all."

The Solway Quartet's success in presenting "Pops" is evident in the scrapbook of rave reviews they have collected from small towns, from high schools and from community centres all over the Province. "The way I see it," Maurice Solway says, "people are afraid of chamber music. They think you have to know everything about music before you can enjoy it. That's *nonsense!* Naturally, chamber music takes a little more concentrated listening than a lushly orchestrated piece such as 'Scheherazade.' In things like that, the listener just has to pick out the things he's read in the program. But in return for this extra listening in chamber music, there's an extra intimacy with the composers and with the players. I guess that's why *we* enjoy playing so much ourselves."

"We" refers to Solway's fellow players: Jack Groob, violinist; Marcus Adeney, cello and Ivan Romanoff, viola. Solway, Groob and Adeney were long-standing members of the Toronto Symphony Orchestra, keeping their desks when the Quartet was first formed. But as their Pop concerts received greater demand, they resigned to devote full time to the Quartet's concert and radio commitments.

They have made many appearances on radio and this month began a four-program series on the Trans-Canada network at the coveted Sunday evening hour of 10.30. The program is also carried on the Mutual system so that it is piped through 600 American and Canadian stations.

Their Sept. 2 program is typical of their modest and charming musical ambition. It consisted of "The Mill", excerpt from a quartet by Raff; "Drink to Me Only with Thine Eyes", arranged by Pochon; "The Farmer and His Wife", by *Globe and Mail* music critic, Leo Smith; "Quintet for Oboe and String Quartet" by McBride, featuring the Quartet's guest artist, Oboist Perry Bauman; the *adagio* and *minuet* from Mozart's Concerto No. 2 (K.156); and "London Bridge Is Falling Down", arranged by Sniderman.

The program also showed two other Solway aims: to introduce a Canadian work and a Canadian performer on each program. Scheduled for future broadcasts are works by Healey Willan, John Weinzweig and Sir Ernest MacMillan. Clarinetist, Bert Niosi, Trombonist Ted Roderman and Pianist Boris Roubakine will be the guest artists.

"High-brow music or pop music," Solway observes, "It's the way you play it and not what you play that earns you listeners."

*RADIO*

# MORGAN MOVES TO MOVIES

by Dick Diespecker

PAT MORGAN of Vancouver has gone to Hollywood.

Pat's signing a contract with Paramount Studios may not have stirred Hollywood, where these sort of things happen every day. But it has had its effect on Canada.

For one thing, it means that the CBC Dominion network show "Harmony House" has lost its singing star who started with them eight years ago. It means that Canadian radio has lost what many critics believe to be our outstanding "pop" male singer.

And it means that one more artist has left Vancouver to follow the footsteps of such brilliant stars as Carol Levis, Bernard Braden, Alan Young and Ted Hockridge.

Pat Morgan will be the singing voice of vaudevillian Benny Fields, but will not actually appear in the film. Stars are Betty Hutton and Donald Meeker, who plays Fields. But Meeker cannot sing, so it will be Pat Morgan's voice that will be heard by millions of movie-goers as he sings ten old songs.

That is quite an achievement for the little boy who was brought to Vancouver from Winnipeg some 30 years ago, and first broke into radio in his teens, complete with guitar and ten-gallon hat, a wavering yodel and the name "Buster" Morgan. As the years unfolded, the yodel got stronger and "Buster's" voice began to take on some of the tones of Bing Crosby.

In those days Pat was a cowboy singer and nothing else. Still later he became a member of a studio group at CJOR, Vancouver, called The Radio Rascals. Later he organized his own Radio Revellers. During this period he learned to ad lib and read lines as well as yodel.

Those who saw him potentially as more than a cowboy singer, stuck with the job tenaciously. People like CJOR, musical director Wallie Peters, Harmony House musical director Richmond Hyslop and conductors John Emerson and John Avison, all pitched in to help at various points along that rocky trail. And in time it paid off.

"Buster" Morgan became "Pat" Morgan. He signed a contract as singing star of Harmony House, the brain child of James Lovick's Fred McDowell. That contract was signed eight years ago.

In many ways, it was wife "Billy", as much as Pat himself and all the people in the business, who won the victory over lethargy and the sloppy habits of a cowboy singer. After his first good fortune with Harmony House, she convinced him that only hard work and not the old happy-go-lucky approach would put him on top.

This spring Pat was one of the Vancouver stars who guested on the coast-to-coast Voice of the Army show out of Toronto. In June he went to Hollywood, where two good friends Andy McIntyre and Dan Dailey conspired to get his recordings heard by the Paramount musical director. Result, an interview with William Perlberg, producer of the Fields picture, a Paramount contract in his pocket, and in a few months, his voice filling theatres all over North America.

—Eric Skipsey

HIS VOICE changes media: Pat Morgan.

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NATIONAL ROUND-UP

Ontario:

# GHOST FLEET OF THE LAKES

TIED up along the Windsor and Detroit shores of the Detroit River, the busiest waterway in the world, is a veritable ghost fleet. It is a sad and silent reminder of more leisurely days when a lake voyage or a short excursion was regarded as one of the finest of pleasures.

Here are the remnants of a once-proud fleet of passenger craft, vessels which once plied the lakes and their connecting rivers. When built they represented the last word in luxury and comfort. Upon their spacious decks tired businessmen and their wives relaxed; younger folk gaily danced. Now some of them are mere derelicts, rotting at their moorings, while others are in danger of becoming so.

Today only two passenger vessels make regular runs out of Detroit, the *North* and *South American*. Others still in service are the two Bob-Lo excursion boats, *Columbia* and *St. Clair*, and the *Put-In-Bay*. But they aren't liners of the size which once graced the waters of the lakes.

Moored in double rows are the *City of Detroit III*, the *Greater Detroit*, and the *Eastern* and *Western States*, remnants of the old Detroit and Cleveland Navigation Company. They made their last runs in 1950, and there is doubt whether they ever will sail again—except to a scrap pile.

The burning of CSL's *Noronic* in September, 1949, in Toronto, probably more than any single event, sealed the doom of the remaining lake passenger vessels. They represented an era that was past, struggling to maintain business in an automotive age. It was a disaster anyone thinking of a lake voyage was not apt to forget. Even the ferries which once plied across the river are still, the *Wayne* moldering at the foot of Ferry Street, Windsor, and the *Cadillac*, across the river on the Detroit shore.

The traffic lanes of the lakes are occupied almost exclusively by freighters, utilitarian but lacking the grace of the passenger fleet that is no more.

Saskatchewan:

## WHAT NEXT

CHURCHILL elevator is bursting with grain, and large quantities of wheat in northeastern Saskatchewan are awaiting shipment to the Bay port but up to Aug. 28 only five vessels had called for cargoes. At the same date last year 14 ships had loaded. Unless there was a quick speedup, hopes of the Hudson Bay Route Association for a record year seemed doomed. The Association had hoped that 20 or 25 vessels would call at the port but probably the low quality of much of the grain available was a deterrent.

Failure to export much of the wheat and thus make space available for the new crop would certainly not improve the farmers' opinion of the Board of Grain Commissioners or of the Federal Government. Wheat storage was still a live question, with John G. Diefenbaker, PC stalwart and one never missing a chance to needle the Liberals, calling for payment for grain stored on the farms. Diefenbaker, a lawyer, knows how to endear himself to his farmer constituents in the wheat-growing area of central Saskatchewan.

Reports hint that Diefenbaker's seat may disappear in any redistribution shuffle brought about by 1951 census figures. But it won't be that easy for the Liberals to get rid of his presence at Ottawa.

## NEW EMBLEM

WITH a 350 million estimated wheat crop near maturity, Saskatchewan is keeping its eye on the weather more closely than ever. At Aug. 28, quite a lot of wheat had been cut (and was fairly safe) but little had been combined. In any event frost now would not materially reduce the yield over much of the Province but it would cut the grade and make much No. 1 wheat either No. 2 or No. 3. The greener wheat, if hit by frost, would suffer materially.

Saskatchewan's emblem displays prominently a sheaf of wheat. Commented one keen observer: "Across the sheaf should be crossed fingers." A few frost-free days meant millions of dollars.

Alberta:

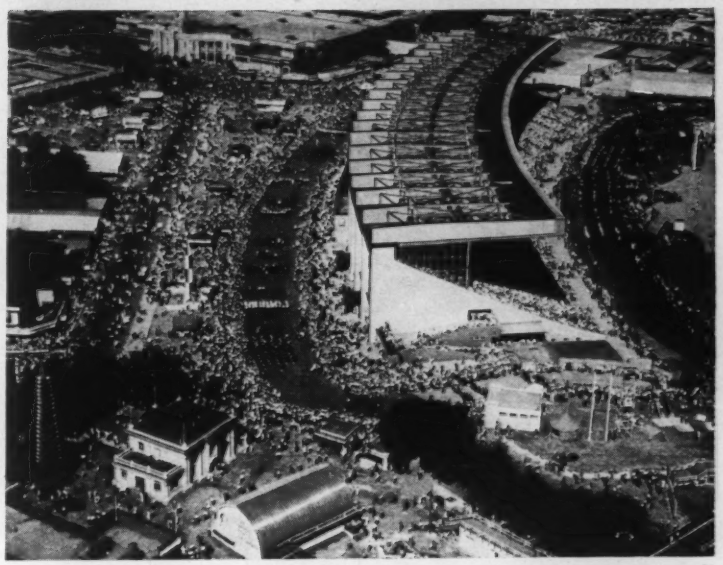
## THE OVERFLOW

THE PROVINCIAL Department of Agriculture is taking prompt action to help farmers meet the gigantic grain handling problem. Harvesting and storage, it says, should be planned in detail, and in advance.

Farmers are being urged to have every piece of farm machinery in tip top mechanical condition and to make certain that repair parts are available in sufficient quantities.

—CP

GUEST OF HONOR. U.S. Defence Secretary George Marshall presses the button to open one of the most successful showings of the Canadian National Exhibition.



—CP

CROWDS are what make the great Canadian National Exhibition at Toronto. Here is view of promenade behind Grand Stand on this year's Warriors' Day.

Warning also has been given farmers of the need of storing grain in every available farm building, such as old horse barns and sheds. Provincial farm experts also advised the growers to start building temporary grain shelters, using such things as hog-wiring or snow-fencing lined with waterproof paper.

"Build these storage spaces in circles and heap the grain in the centre, piling it in a cone-shaped mound. It is surprising how much water such a structure will stand," said a government official. Grain could be stored in mounds right in the open. But wise farmers also would build some protection from weather conditions, it was pointed out.

There also is the problem of farm help for harvesting. There were hopes of getting 1,500 workers from Ontario and Quebec. The appeal was disappointing. Now it is suggested that some action should be taken to obtain the help of high-school students.

Quebec:

## PONYBURGS

MONTREAL'S first legal horsemeat shop is in business in the suburb of Montreal South and trade is brisk. Filet steaks are 83 cents a pound. Bologna and frankfurters retail for 27 and 32 cents a pound.

The first day the shop opened 250 customers came to spend an average of $4 apiece. Proprietor J. Verronneau—who stoutly insists he is not a disappointed horse player getting his own back—claims he is satisfied he will be in business for a long time to come.

Actually, his shop is not the first to sell horsemeat for human consumption in the Province. There are others thriving in Magog, Drummondville and St. Hyacinthe.

But Verronneau is the first to tap the possibilities of greater Montreal's 1,500,000 people who are fed up with high prices of regular meat cuts.

■ The first full-scale civil-defence meeting to be held in Montreal pointed up the size of this city, and the complexity of its human relations. Brig. Guy Gauvreau, civil defence head, said he would have to have 20,000 volunteer wardens to look after the city in case of an attack—and ruefully added that in order to have them do the job properly they would have to be trained in 20 languages.

Manitoba:

## POTENT POISON

ARE LURID "love" comics damaging the morals of the impressionable teenagers that read them?

The *Winnipeg Free Press* in a survey came up with the expected answer to this question: "They're worse than marijuana," said a psychiatrist. Superintendent of a home for girls thought the "suggestive" books gave young readers "a distorted sense of values." A minister believed the comics "a threat to the whole moral fibre of the coming generation."

The love comics, depicting such unjuvenile activities as youngsters succumbing to narcotics, or the confessions of juvenile lovers, came into vogue about the same time as "crime" comics were banned by a federal law.

Now some observers believe the "love" stories just as dangerous to teen-age morals as were the crime comics.

Usually featuring a brightly colored cover depicting amorous couples or bold females poised over such captions as "Too Easy," and "Fun Crazy," the comics sell for 10 cents and can be had at most magazine counters.

The stories themselves invariably end with a moral, pointing the way to repentance and righteousness. But the belief the youngster is too often impressed with events leading up to the last few clean-up panels caused some anxiety by those questioned.

Winnipeg magazine stalls reported quick sales of the comics, said most purchasers were teen-agers, although some were younger and a few were adults.

The newspaper survey may bring results. Manitoba's Attorney-General C. Rhodes Smith promised he would make a study of the matter.

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# ACTION AT LAST

WINNIPEG, considered to be one of the key targets in the event of enemy air action in any war, has taken the first concrete step to set up its civil defences.

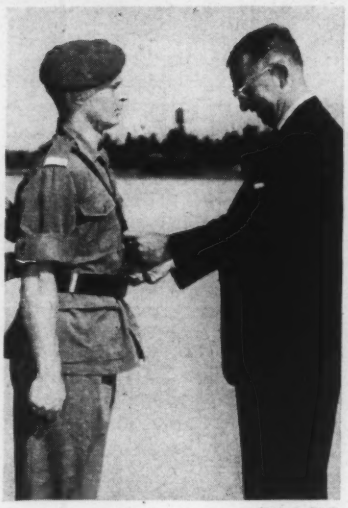
Towards the end of this month an intensive campaign will be initiated to enroll 7,000 Greater Winnipeg citizens to act as wardens, rescue team workers, ambulance drivers, engineers, and to undertake various other duties.

Basic civil defence training for volunteers will begin in early October and will be carried on throughout the winter. Civic and provincial officials, who have already attended atomic, bacteriological and chemical courses in Eastern Canada, will act as instructors.

Their first duty will be to impart their knowledge to a group of volunteers who will later act as instructors themselves.

Major-General M. H. S. Penhale, Greater Winnipeg's civil defence director, also announced other personnel will be recruited later to act as auxiliary policemen and firemen.

For the purpose of civil defence the metropolitan area has been divided into six sub-divisions, which will be in turn split into sectors. Both districts and sectors will have headquarters, and finally, eight-man warden posts will be set up for every 300 persons in the city.



—CP from DND

HEADS CLASS. Defence Minister Claxton buckles Sam Browne belt on 2nd Lieut. G. K. Miller of Halifax, top graduate, officers' candidate school, Camp Borden, Ont.

New Brunswick:

# NEW CROP?

FARMERS in northwestern NB's agricultural Victoria County are eager to start growing sugar beets. They want to have a supplementary crop to stabilize the district economy in years when the potato harvest is poor or prices are low.

Up to now, the Maritimes have not gone in for sugar beets, but they have kept an interested eye on the development of the industry in Quebec, Ontario, Manitoba and Alberta.

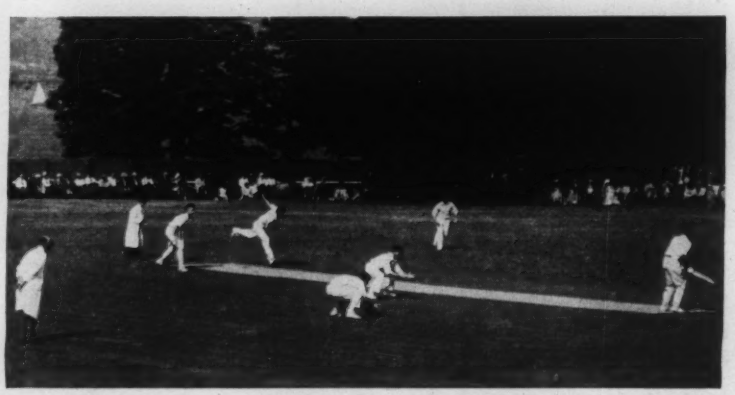
Opinion has been divided as to whether this plant can be successfully cultivated in the down-east climate and soil, whether enough farmers would grow beets to keep a refinery supplied, whether the financing of a refinery could be arranged, and whether the market would warrant it.

The farmers in the Grand Falls area are tired of hearing conjecture. They're going out after the answers. As a first step, they invited Louis Pasquier of St. Hilaire, Que., to address a mass meeting. Pasquier, who got his experience in beet farming and processing in France, helped to establish the industry in Quebec and lately has been setting up an Ontario refinery.

They were impressed by what he told them. A soundly based NB sugar beet project might produce $4 million in revenue yearly. The crop is hardy, he explained, and the harvest varies little from season to season. A steady market for the sugar can be assumed. And the dried pulp by-product makes a useful livestock feed.

There is little doubt that enough acreage could be made available for sugar beets in NB's potato belt, farmers point out, and with room to spare. In fact, Canada's entire sugar-beet output, which makes about 800,000 tons of sugar a year, comes from about 60,000 acres, which is equivalent to NB's total potato fields in a good season.

Grand Falls farmers since have organized group trips to St. Hilaire and have personally inspected the operations there. It is likely that next summer will see extensive growing tests under way throughout the potato country.



—CP

FIRST DEFEAT. Action in Marylebone Cricket Club's first match with a Vancouver side. Vancouver won by two wickets, 110 runs to 82 in a surprising upset.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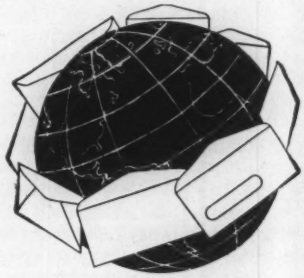

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British Columbia:

## UNHERALDED

EVEN the weatherman was caught unprepared when sizeable showers reached Vancouver Aug. 27 and eased ever so slightly the 90-day drought. In that period, there has been only .23 of an inch of rain, keeping the forests closed, hitting business generally.

When the showers came, a rain-making plane from Rockcliffe was in the area but there were no early claims that it had produced the showers. It might have been, of course, that a good section of the public did not want the rain this week because the Pacific National Exhibition was on in Vancouver. Even the exhibition crowds got wet, and grumbled.

Otherwise, the showers were cheering, and officials hoped it meant more rain was to come, and the forest closure ban could be ended. Millions of dollars worth of trees would have been cut during the ban period if there had been occasional showers to keep the forests damp.

For many days, a thick smoke pall from forest fires settled over the lower mainland. In Vancouver, the sun was just a red ball of fire in the sky during the morning hours, and airplane pilots had trouble getting into Vancouver airport.

## *THEN AND NOW*

### APPOINTMENTS

ALEXANDER ROSS, CMG, 62, Scottish-born Associate Deputy Minister of National Defence, is to represent Canada on the Budget Committee of the North Atlantic Treaty Organization, stationed in London, Eng.

BRIG. J. E. C. PANGMAN, 43, former Toronto colonel, is now Commander of the Army's British Columbia area. He succeeds COL. E. C. BROWN who is to attend National Defence College, Kingston, Ont.

### DEATHS

LOUIS WAIZMANN, 86, Austrian-born composer who became a legend in Canadian music circles; in Toronto. He was born in the same house in Salzburg as Mozart.

GRENVILLE GOODWIN, 53, popular Ottawa optometrist who became mayor last December with one of the city's all-time majorities; in Ottawa, following a heart attack.

The REV. ELLAMANDA JOHN ADAMS, 87, Methodist and United Church minister for 56 years; in Toronto.

HERBERT (DOC) MCCARTHY, 75, for 25 years Assistant Manager of Toronto's King Edward Hotel; in Toronto, 11 weeks after his retirement.

MURRAY ALEXANDER STEWART, 69, Toronto Works Commissioner since 1947; suddenly in Toronto, of cerebral haemorrhage. He had been with the Works Department for 46 years.

JOSEPH E. ROGERS, 70, formerly of Barrie, Ont., Chairman and former President of the Addressograph Multigraph Corporation; in Toronto General Hospital following a heart attack at his Georgian Bay summer home.


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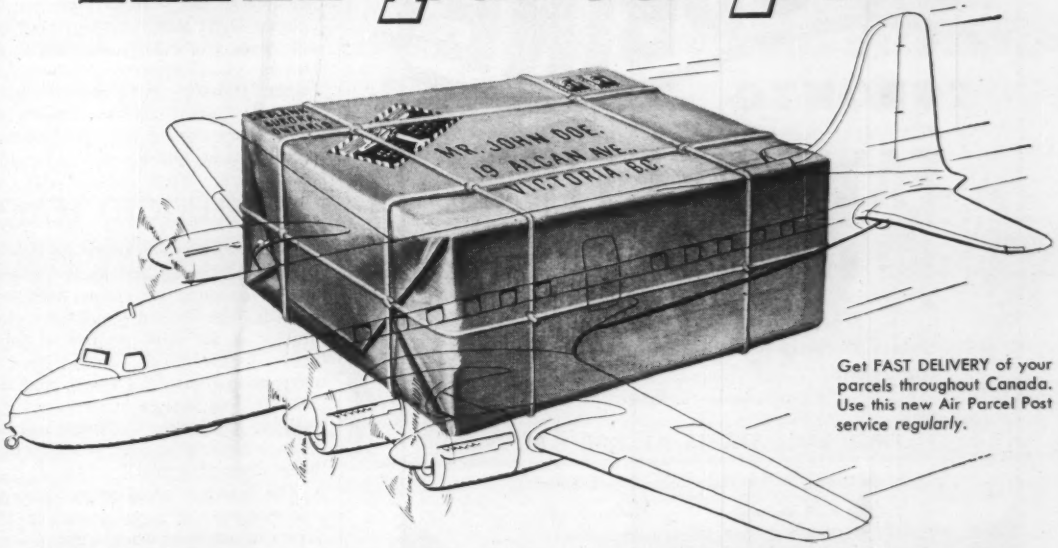


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# OTTAWA VIEW

## PM AND RETIREMENT

THERE has been no announcement but it is generally believed PM ST. LAURENT is about to retire. There is a basic integrity about the Prime Minister and when it is suggested that he is not the type of man to lead his party through an election and then retire because of age, the suggestion is at once accepted.

The PM has had the quickest political career in Canadian history. His whole political life came at a time when most men are thinking of retiring, and his career has undoubtedly been greatly aided by the affectionate regard in which he is held by the Canadian people. He has made mistakes, some of them serious, but he made his mistakes openly and honestly. In three years St. Laurent has become a figure in his own right and not just the wearer of the mantle of Mackenzie King. His success as a politician may be because he has never been a politician.

Political writers are already picking St. Laurent's successor. There will be many in the field with PEARSON, ABBOTT, CLAXTON, MARTIN, HARRIS already mentioned. It is reasonably certain one of the younger men will be chosen. Quite often a man who has not been particularly successful in House of Commons debate, like Lester Pearson, is found to have stronger support in the country at large than among the professional politicians at Ottawa.

## PLUGGED LEAKS

CANADA'S revised export and import permit regulations are not a declaration of economic war against the Communists. The revised regulations plug cracks in the dam against strategic material exports—or, as the Department release puts it, "assure that the full spirit, as well as the letter, of the original regulations is carried out, so as to avoid any possible mis-direction of strategic materials."

The business of shipping strategic commodities to a point outside the Iron Curtain from whence they are re-exported to Communist countries is stopped: exporters now have to state the *ultimate* destination of the shipment. They also have to produce documentary evidence that the ultimate destination is in accord with their application.

Government authorities will know where to look if there is any mis-direction of strategic goods. The applications for an export permit must be made by the shipper, and he has to be a Canadian resident.

The possibility of side-stepping the regulations by making shipments under one of the exceptions to the original regulations (casual gifts, shipments to government offices, personal effects, etc.) is clipped off too: there are now no exceptions to regulations.

The import controls, which were set up at the same time, will enable Canada to assure any country selling strategic goods to us that they will not be improperly used.

## ECONOMIC WAR

AS REGARDS economic war, Canada's oficial position is, as usual, halfway between the positions of Britain and the U.S. Essentially, the two extremes boil down to this: the British want to keep trading with the Communists, though not exporting what, in their rather narrow definition, is classed as strategic goods. They argue that this trade gets them supplies of much needed timber and grain. The Americans are more inclined to open economic warfare. They found a great deal of encouragement for this view in the Soviet President's recent "peace" message; in it he was rather plaintive about U.S. restrictions on trade with Iron Curtain countries. The fact that the American policy seemed to be hurting is taken as a good reason for expediting it.

The Battle Bill, now in the process of becoming an Act, provides for this. The Act will set up a Mutual Defence Assistance Officer. It will be up to him to prevent countries that receive any kind of U.S. aid from exporting strategic goods (as the U.S. defines them) to potential enemies of the U.S. He will be backed up by a provision that U.S. aid will be denied any country exporting such goods.

The fact that the Canadian revisions come as the Battle Bill is being passed in the U.S. doesn't mean Canada is swinging over to the American view. The Bill puts no pressure on Canada, as we receive no "Aid" from the States. Canada's interest in the Bill springs from the effect it will have on her North Atlantic Treaty allies. This, it appears, will depend on how the MDA Officer uses his powers.

## FUTURE OF CD

CANADIAN and U.S. Civil Defence heads closed their meeting a few weeks ago on an optimistic note. There had been considerable progress toward coordinating CD arrangements between the two countries. But last week Major-General F. F. Worthington, Canada's Civil Defence Coordinator, put a stop to any bow-taking and checked growing complacency in its tracks. The gist of his criticism: Canada should get something tangible to show for CD efforts and soon—or the whole scheme should be dropped. "There is no point in publishing a book telling Canadians to go to shelters in case of a raid, when actually no shelters are being built," he said.

CAPITAL COMMENT

# The Greatest Stump Speakers

by Wilfrid Eggleston

"WHO was the most effective platform speaker you ever heard?" the chairman of a small luncheon party in Ottawa suddenly asked, the other day.

"Camilien Houde," I replied, caught slightly off my guard by the unexpectedness of the question. However, on further consideration, I would let the name stand. If "effective" means able to blandish and cajole, to win an audience over to his point of view, and do it quickly, Houde must rank very high.

"What about you?" pursued the chairman, turning to the journalist on my left.

"William Aberhart, BA," was the immediate response. He reflected a bit further and added: "I think I would place Aneurin Bevan right up there at the top, too."

### King in Early Years

The chairman went right around the ring. The luncheon party included veteran civil servants, newspapermen and former MP's. Memories were consulted, going back as early as 1905. "Clifford Sifton on the Autonomy Bills of 1905 made an outstanding speech," one contributor recalled. "Billy King, in his early years, before he was 50, was the most powerful man on the stump," another suggested.

Coming right up to the present, reference was made to John Diefenbaker's campaign speeches in the Brandon by-election of June 25, as being devastating.

Before long, a dozen names had been proposed. R. B. Bennett, when on a congenial subject, was classified a regular whirlwind.

George W. Ross, Sir George Foster and Sir Thomas White were picked out as being powers on the public platform, in their day.

Of a more recent generation, "Mitch" Hepburn, Charley Dunning, Arthur Meighen and E. J. Garland were singled out.

### How's the Audience?

One test of an orator is his performance before a cold or hostile audience. Many local politicians with a long history of triumphs "on the stump" come a cropper in the House of Commons. When "Mitch" Hepburn's name was mentioned, there was some disagreement in the luncheon party. One cited his attacks on the Henry administration in 1934 as being powerful. I recalled a radio address of Hepburn's in 1935 which was, perhaps, largely demagoguery, but which must have made a great impact on his audience.

But others had heard Hepburn only in the west, where he had fallen flat.

On the other hand, William Aberhart went to Winnipeg, where he had to face a sceptical audience and the pundits of the Winnipeg *Free Press*, and won loud if begrudging praise. Of Aberhart's power to raise his own followers to pitches of great excitement there is ample testimony.

### Beamed at Old Friends

One of the radio addresses which stick firmly in people's memory, it was clear from the luncheon discussion, was Charley Dunning's radio address in September or October of 1935, beamed directly at his old friends in Saskatchewan.

Oratory, said one of the older members of the luncheon party, is dead and gone. Certainly the Gladstonian variety has disappeared. Perhaps Henri Bourassa was the last orator of that school. But powerful, effective speaking of another rhythm and flavor can still be heard. I doubt whether earlier parliaments ever heard anything much better than St. Laurent, Pearson, Coldwell and Diefenbaker at their best.

The audience must collaborate with the speaker before those spectacles of mob mesmerism more characteristic of totalitarian countries are possible. Every orator knows the difference between a cold audience and a warmly responsive one. Some new mob phenomenon comes into existence under the right conditions. The average Canadian audience includes a leaven of independent thinkers.

### Pathology of Eloquence

Hitler's power over the mob is a good study in the pathology of eloquence. Konrad Heiden, one of his biographers, suggests that such a speaker does not so much sway an audience as weigh it, and then act appropriately:

"The true nature of political propaganda is not to influence, but to study the masses," Heiden says. "The speaker is in constant communication with the masses; he hears an echo and senses the inner vibration. In forever setting new and contradictory assertions before his audiences, Hitler (was) tapping the outwardly shapeless substances of public opinion with instruments of varying metals and varying weights. When a resonance issues from the depths of the substance, the masses have given him the pitch; he knows in what terms he must finally address them."

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*WORLD AFFAIRS*

# EGYPT TWISTS THE LION'S TAIL

by Willson Woodside

ENCOURAGED and emboldened by the Iranian experience, Egypt has now stepped up to twist the lion's tail. But, stung by the Iranian affair, Britain is not likely to take very much from the Egyptians.

Basically the same emotions are at play among the Egyptians as with the Iranians. The ruling classes, incompetent, corrupt and irresponsible, are faced with the rumblings of social revolt, and they are following the old prescription of diverting this feeling against the foreigner. And Britain is the particular imperialist power in their past.

It seems to matter little today that British imperialism in Egypt was a notably enlightened effort to reform and liberalize a brutal and incompetent government. It began when the Khedive Ismail, after borrowing heavily in Europe, went bankrupt in 1875 and had to sell his Suez Canal shares and accept management of his finances by his European creditors. British troops intervened in 1882 when there was a massacre in Alexandria, but a British protectorate was only proclaimed in 1914 when Turkey, the suzerain power in Egypt, went to war against Britain.

### High Principles

British supervision of Egypt was carried out by a remarkable series of able and high-minded men. The principles were laid down by Lord Dufferin, then British Ambassador to Turkey. Their administration was carried out, notably by Sir Evelyn Baring, who became Lord Cromer, by Sir Reginald Wingate, and later by Lord Milner. One might think that the Egyptians were more fortunate than many countries in their rulers; but it was still foreign tutelage, and agitation against it began as far back as 1892, becoming very sharp after the First World War.

The outcome was a change in the relationship to one of alliance, further modified in 1936 to restrict British troops to the Suez Canal Zone only. Ever since the Second World War the Egyptians have been demanding further revision of this 20-year treaty, and a few days ago Premier Nahas Pasha told a huge Wafdist rally in Alexandria that his government would move very soon to abrogate the treaty, clear British troops from Suez, and annex the Sudan.

Who will defend Suez, at present one of the very few points of strength in the chaotic Middle East? One might think that, in the face of the Soviet threat, the Egyptians might consider seriously the fiasco suffered by their own army in the Palestine War and welcome assistance. But there is the same maddening unreality in their attitude as in that of the Iranians, the unreality which allowed the Egyptians to disregard the danger from Hitler and allow others to save them.

Although there is no ruling group in the world who would go to the cleaners more quickly than that in Egypt, in case of a Communist conquest, all they can see is that Britain is in retreat, that she has been "pushed out" of Burma, India, Ceylon, Palestine and now Iran, and that this is the great moment of opportunity for Egypt.

### Fat Revenue, Too

No doubt the very humiliation of their experience intervening in Palestine spurs them on; and there is also the fat revenue of the Suez Canal. If the Iranians can get away with a billion-dollar British oil industry, why shouldn't Egypt claim this canal which runs through her territory. Especially when, with the Western powers so afraid of being criticized before the UN, there is no longer much risk of their hitting back.

And so Egypt has been tentatively asserting her control of Suez. Though Article 1 in the Suez Canal Convention lays down that the canal shall be open in peace and war to the ships—naval and merchant—of all nations, and shall never be used for the exercise of blockade, Article 10 can be used to nullify this. This declares that there "shall be no obstacle to any measures which the Khedive may find is necessary to take, to secure, by his own means, the defence of Egypt. . ."

The Egyptians have been using this to block the passage through Suez of all oil shipments to the British-owned refinery at Haifa, on the excuse that they are at war with Israel. Complaints have been made before the UN, but the Egyptians are still getting away with it, which is bound to be the point which impresses them. Now, with the Abadan refinery closed down and perhaps lost, Haifa (though less than one-quarter the size) becomes far more important, for refining the oil of Kuwait. But that does not strengthen one whit the juridical case of whether the Egyptians should be allowed to use Suez for blockade purposes. (Iraq is at the bottom of this trouble, by keeping the pipe-line to Haifa closed; but that is not an international question as is Suez.)

—Ghilchick in Time and Tide

WOT'S THIS? A NEW FESTIVAL RIDE?

—Crawford in The Newark News

SOVIET AIR FORCE RECEIVES REINFORCEMENTS

In July the Egyptians went a step further. They boarded and damaged a British freighter which had just passed through the canal and was rounding the tip of the Sinai Peninsula, heading for the small Jordanian port of Akaba. Once again, they met with nothing more serious than a British protest. Times have changed indeed! No wonder the Egyptian premier now shouts to the crowd that he will push the British troops out of Suez.

It is hardly likely that the British will stand for much more. For one thing, it would not be politically healthy for the Labor Government, facing an election, to simply take it on the chin from the Egyptians as they have from the Iranians—particularly if the Conservatives should follow Eden's lead in demanding a stronger policy.

It happens that there are a great many Britons who have personal experience with Egypt and the Egyptians, and very little respect for a people who wouldn't raise even a small volunteer corps to help defend their country in the late war, but stood by and made their pile—which they were quick to convert into dollars when the pound sterling was briefly made convertible in 1947.

There is bound to be some point at which the British will get their back up, and this promises to be it.

# DARK FUTURE IN PERSIA

by Sebastian Haffner

*London.*

ALTHOUGH London has officially declared that the Persian oil talks are only "suspended" and that Britain is prepared to resume negotiations if the Persian Government has any new proposals to make on the basis of the Harriman formula, there is no great optimism in London that the break can now be mended; and the evacuation of British employees from the oilfields illustrates the British estimate of the situation more eloquently than the polite and correct language of the official statement.

There is a feeling that throughout the negotiations the Persians never really wanted an agreement. It is freely admitted that the British withdrawal, and the consequent indefinite standstill of the oil industry in Persia, will create a very difficult internal situation for the Persian Government. There is no gloating about this.

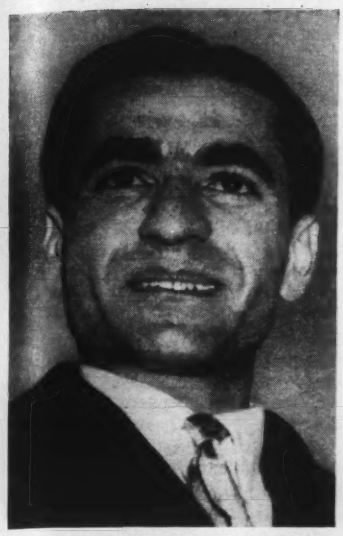
The British Foreign Office is as aware as anyone else that a breakdown of the Persian economy will give the Persian Communists—the Tudeh Party—an increased chance of seizing power, and that the transformation of Persia into a Russian satellite, which would follow such a seizure of power, would bring about a very grave international situation—possibly the gravest since 1945. Indeed, it has throughout been the irony of the oil dispute that the British had to try their hardest to save a Government which was all the time abusing and inciting them, and in effect to prevent it from committing suicide.

However, there is a feeling in London that Britain has done her utmost and can now only wash her hands of Persia.

### U.S. Might Step In

It is pointed out that the insistence on a British management (under a Persian board of directors), on which the negotiations apparently broke down, was not a matter of pride, but an absolute necessity, because without it the British staff would have refused to work and the practical result would have been the same as now: the standstill of oil operations.

It is not quite certain that this attitude is completely identical with that of the U.S. Mr. Harriman and his assistants have throughout the recent negotiations seconded the British efforts to achieve a workable compromise between the Persian desire for



—Wide World

THE SHAH, though well-meaning and friendly to the West, has by no means the control of the country which his father had.

now very well aware of its chance and awaiting its hour, was made clear in an article in the latest issue of the Cominform journal of August 17, signed "Tudeh" and soberly entitled "Concerning Oil Nationalization in Iran." This contains a virtual declaration of war not only against the "Imperialists", but also against "the reactionary ruling classes of Iran and the so-called National Front".

According to this article, "Dr. Mossadegh and his henchmen are accomplices in the monstrous conspiracy of the Imperialists encroaching on the oil of Iran", "are dancing to the tune of the American Imperialists and have but one concern—to secure the speediest possible victory of the American oil magnates in their struggle against the British Imperialists".

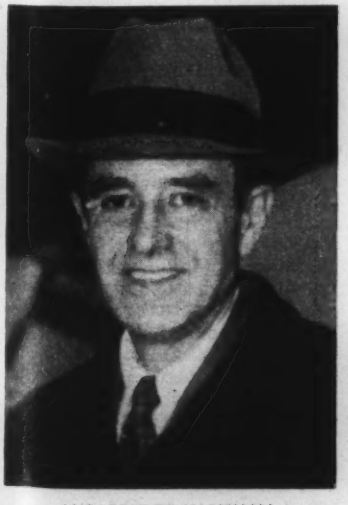
According to the Cominform journal, Dr. Mossadegh's policy has nothing whatever to do with the "line" of the "Popular democratic forces." These demand not only the expropriation without compensation of "the usurper former Anglo-Iranian Oil Company", and "the restoration of Iran's political sovereignty over the Bahrein Islands and the immediate withdrawal therefrom of the American Oil Company and the nationalization of its enterprises", but also annulment of the military agreements with the U.S., and radical social reforms.

Altogether, these demands make a promising platform for a revolutionary party, and widespread dismay at the true economic consequences of the oil nationalization may easily lend color to the Communist allegation that Dr. nationalization and the need for British experience and skill in the actual working of the oil industry. Certainly the Americans will be as reluctant as the British to regard these negotiations as definitely broken off, and may still try to reopen them.

But if they do not succeed in this, they may find it even more difficult than the British to resign themselves to the prospect of a Persian economic collapse, a successful Communist *coup*, and the "satellization" of Persia by Russia.

The American people are no longer in the mood to put up with any country being conquered by Russia; and if the Truman Administration wants to stay in office beyond 1952, and to avoid a world war, it may have no choice but to prevent the fall of Persia by all means—even if it should imply stepping into the place vacated by the British and providing American or other experts on Persia's terms, so as to save Persia in spite of herself. Obviously that would be bad for American-British relations; but the U.S. may find that she has to choose the lesser evil as between a strain on these relations and the total loss of Persia to Russia.

That the Tudeh Party in Persia is



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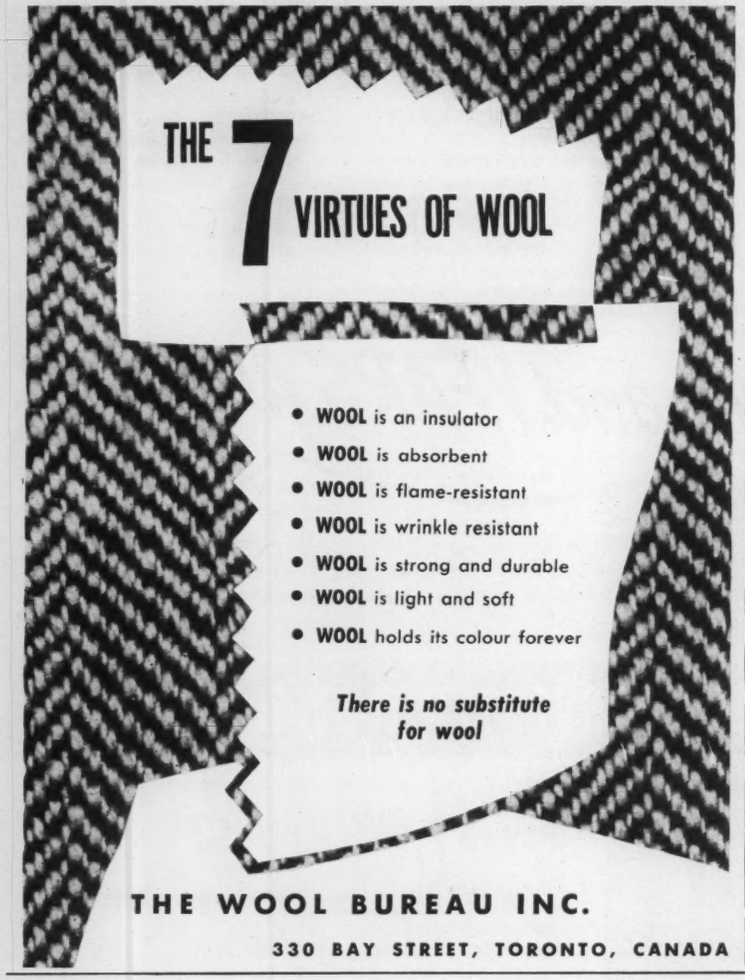
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Mossadegh and his friends have "deserted the people" and "sided with the Imperialists". Already the Persian Communists are styling themselves "the National Liberation Movement" and the last sentence of the Cominform journal article promises that they "will create conditions for the liberation of the people of Iran from home and foreign enemies.—*OFNS*

## RUSSIAN EMIGRE GROUPS UNITE

FOR THE FIRST TIME since the Revolution a number of factions among the Russian emigré groups of America and Europe have formed a common front. This was achieved at a secret conference near Stuttgart, in the American zone of Germany.

Whether the rival groups will be able to keep their new-found unity remains to be seen. Differences hitherto have been sharp; and they seem likely to remain so. They give the measure of the immense practical difficulties to be overcome before any efficient alternative government of Russia could be found, even granted the collapse of the Stalin regime.

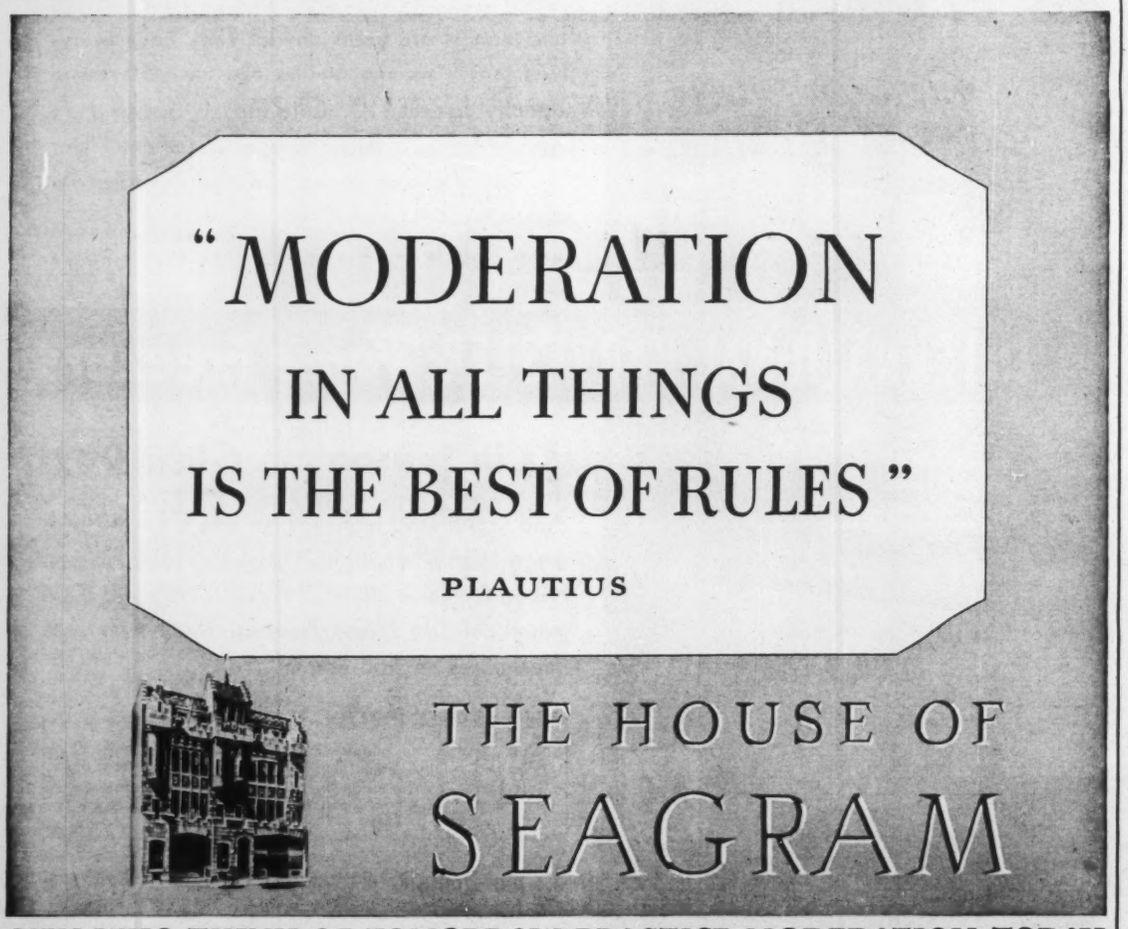
The chairman of the conference was Alexander Kerensky, the ill-fated Prime Minister of the 1917 Provisional Government, who was thrown out by Lenin and his Bolsheviks. The lawyer politician, who over thirty years ago proved himself not only incompetent to manage the people of Russia, but also incapable of understanding their mood, is hardly the person one would oppose to Stalin.

In an earlier attempt at unity, in January of this year, his own organization for the liberation of the Russian people found itself in sharp conflict with Vlassovites (S.B.O.N.R.) and National Labour Council, (N.T.S.) which represent the new generation of emigrés—deserters and displaced persons, mainly. They regard Kerensky and his friends as ineffectual socialist intellectuals, and he looks on them as heavily tainted with monarchist and/or fascist tendencies.

But even if these internal dissensions could be finally smoothed away, which is improbable, this unity would only embrace the *Russian* exiles, and would not include the national minorities such as the Ukrainians, White Russians, Georgians and so on.

The problem in liberation policy is whether disaffected elements inside the Soviet Union should be appealed to as proud citizens of a united and centralized *Russia*, a great Power among great Powers, which can find salvation by getting rid of Stalin and his Government; or whether the idea of a unified Russia should be dropped in favor of separate appeals to the various national minorities, to work not only against Stalin but also against the domination of Moscow and Great Russia.

Should the great empire of Muscovy be allowed to continue, as a unity, as even the democrat Kerensky has always demanded up to now; should it be changed into a federation, as some *Russian* exiles are now ready to concede; or should the Western powers back the minorities, notably the Ukrainians, in breaking up the Russian Empire and joining a United Europe as independent nations?—*OFNS*




## CAN'T FOOL NKVD

During a Literature exam in a Soviet University, the examiner turned to a non-party student and asked sternly,

"Who wrote 'War and Peace'?"

"I didn't," answered the student, alarmed.

Appalled at such ignorance, the examiner hastened to report the incident to the dean.

"Don't fret so, Ivan Ivanovich, maybe he really didn't do it," the dean answered with solicitude.

This was too much for Ivan Ivanovich, and he left the dean's office almost overcome. On his way home an acquaintance from the NKVD asked him why he looked so worried.

Ivan Ivanovich told him of the incident. The NKVD agent casually asked the name of the student and told him not to worry.

The next day the dean and the student were missing from the University, and a few days later Ivan Ivanovich had a telephone call from his friend in the NKVD.

"I told you not to worry," he said; "they've both confessed."

*LONDON LETTER*

# MR. ECCLES STIRS ELECTION POT

by the Political Correspondent of the London *Observer*

MR. CHURCHILL is expected to get back to England by about the middle of the month and will then hold an immediate conference on the Conservative Party's future policy.

The latest Gallup Poll has helped those who believe that the time has come for the Conservatives to reconsider their position and come out with a bolder challenge. Throughout the summer the Tory stock bumped down and down and a number of Conservatives began to panic.

Caution, they advised; sealed lips. Now that the Gallup Poll gives the party a ten-point lead—which would be enough to make a Conservative victory certain even if it were halved at the general election—they are much more prepared to listen to those who want the Conservatives to take the offensive.

But Mr. Churchill's mood on his return will not necessarily be decisive: much will also depend on the general situation. Intelligent Conservatives believe that Britain's position is likely to deteriorate during the next few months. Inflation, they think, is about to take another gallop forward.

Whether this analysis is sound is a matter of opinion, but certainly the attitude of the trade unions hardly suggests that many of them are likely to postpone or modify their wage demands. The Trades Union Congress General Council has not reconsidered its policy since Mr. Gaitskell's promise of a dividend freeze, so far there is no sign that it is likely to ask its members to use restraint in their claims.

Intelligent Conservatives do not base their estimate of the immediate future only on the likelihood of another round of wage increases. They believe that the inflationary pressure will be applied from without as well as from within. They are now convinced that the tempo of American rearmament will greatly rise during the autumn, and that the price level in the United States will go up as a result.

This might seem to lead to a gloomy conclusion, but in fact the more intelligent Conservatives do not accept the view that Britain must necessarily become resigned to a lower standard of life. Hope should be the party line at the next election and not a despairing policy of hair shirts and sackcloth.

Whereas, they argue, Socialism can think only in terms of siege economics —of killing the last cat and dog and then sharing out the carcasses, ounce by ounce — modern Conservatism should preach the need and possibility of an expanding economy. That can be done only in a society that gives generous encouragement to those whom Mr. David Eccles described the other day as "the creators of wealth."

It is now clear that the speech he made along these lines last month has created widespread interest. Although Mr. Eccles is not a member of the Shadow Cabinet, Lord Woolton has ordered that his speech should be printed and distributed throughout the party. It is inconceivable he would have done this unless it had received the blessing of Mr. Churchill and Mr. Eden.

It is often said that the leaders of the Labor Party are tired and worn out, incapable of looking freshly at the problems that confront them. Much the same could fairly be said of the Conservatives.

It is now 18 months since they produced a full statement of policy, and the situation has profoundly changed during the interval. For the Conservatives to come out with a rehash of the industrial charter, plus a promise to build 300,000 houses a year, is not going to inspire anyone with enthusiasm. Certainly it is hardly likely to attract those who have no party allegiance and who may decide the result of the election.

Mr. Eccles is to make another speech soon, and one would expect him to take his views a step further. What, for instance, is the position of the shareholder and pensioner in a Conservative society?

What did he exactly mean in his tantalizing aside about a reform of education that would help every boy and girl to have "the chance and the schooling" to rise to the top? And how, incidentally, would he apply his ideas to the nationalized industries? If Mr. Eccles is to convince the public and the rank and file of his own party, these are a few of the questions he ought to answer.

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*WASHINGTON REVISITED*

# THE REVOLUTIONARY CAPITAL

by Alastair Buchan

A YEAR OR SO before the war I dined with a professor at Harvard, an ex-Rhodes scholar and a man who had travelled all over the world, who assured me that if his daughter persisted in her plan to marry an officer in the United States Army he would neither give her an allowance nor go to her wedding.

"Parasites on Uncle Sam's back," was his description of the Regular Army, and no doubt most American fathers would have endorsed his words.

I have thought of that professor several times in the last few weeks, travelling through the east coast cities where the railway stations are thronged with soldiers sitting patiently upon their kitbags, seeing the streets of Washington fuller of strolling soldiery than the Kaiser's Berlin ever was, or talking to senior officers in the Pentagon who now take decisions that affect the whole world.

That small and socially despised caste of regular officers who until 1940 were never heard of outside the dreary forts and bases where they worked have, in the past decade, thrown up some of the commanding figures of contemporary history (including two possible candidates for the next Presidency), now direct a force of over three million men, and expend a military budget five times as great as the whole of the British budget—welfare state, rearmament, and all.

SHOULD one assume that external danger is turning America into a Spartan state, that the easygoing, anarchic, essentially civilian pattern of American life is being supplanted by a dangerous respect for military power and obedience to its wishes?

I have seen little to support the idea. The soldiers on the street and on the stations—far smarter, better disciplined and mannered than the war-time hordes who used to roam the streets of London—have no arrogance about them. As in England, the expansion of the standing army has tended to blur the distinction between soldier and civilian. The majors and colonels in the Pentagon look very much like the stockbrokers and lawyers which, until recently, they probably were and would certainly like to be again.

Those who project an image of a United States at the heels of a group of ruthless and ambitious military men have clearly no direct experience of the comfortable civilians-in-uniform who for the most part are actually in charge. In this sense the wholly un-American figure of General MacArthur has been a godsend to Communist and neutralist propaganda.

But if the soldiery retain the airs and ambitions of civil life, it does not seem much like peacetime to the civilians. The economic pinch is not very severe as yet, and may never be severe by European standards; but the disruption of thousands of personal lives which accompanies a state of war is here again.

As in Britain most healthy 18-year-old boys depart for some distant camp and very possibly for Korea. But, unlike Britain, many of the young middle-aged men, the rising men in the professions, are away as well, called up for the Navy or the Marines, or for a unit of the National Guard which has been "activated." And many of those who are still in a civilian job, including high officials in Government Departments, are at present away at training camp.

One often finds an office running short-handed because the boss or the

—Little in the Nashville Tennessean

THE FORGOTTEN MAN: Congress still balks at enacting the kind of price control legislation Administration has asked for.

Winking is fine

**. . . but not in a fluorescent lamp!**

When a fluorescent lamp starts to wink and blink, that's the time to look for trouble; maybe the lamp is burning out.

And that's the time to ask yourself these questions: How long has the lamp lasted? How much light did your lamp dollar buy?

No fluorescent lamp is immortal but here is an interesting fact: Sylvania Triple-Life Fluorescent Lamps, now made in Canada, have a rated life of 7,500 hours—an increase of 200% over the previous industry rating. This means that under normal operating conditions these lamps can be expected to last:

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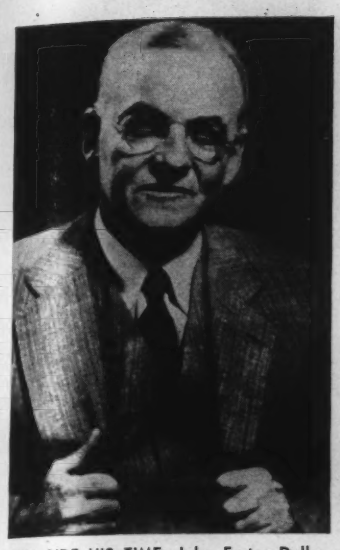


WILL BIDE HIS TIME: John Foster Dulles, architect of the Jap treaty, is reported to have declined the post of U.S. Ambassador to Tokyo. He will thus remain more eligible for post of Republican Secretary of State.

chief clerk has been "activated." Every hospital has its quota of Korean wounded and the casualty lists catch the eye even in the vastness of the 60-page American newspaper.

THERE IS a tautening of civilian fibre, which may in part account for the present wave of protest against gambling, racketeering, and political corruption.

It has its comic side, this hardening of opinion. The other day I had to take my driving test. First you must pass a written examination on the local traffic rules, together with more metaphysical questions on the theory of safe driving, such as:

*On leaving a party you realize that you have had too much to drink; should you*

*(a) Drive home in low gear?*

*(b) Get into the automobile and go to sleep?*

*(c) Ask your hostess for a bed?*

(I should add that attempts at Joadian flippancy like "It all depends how well you know her" score you no marks.)

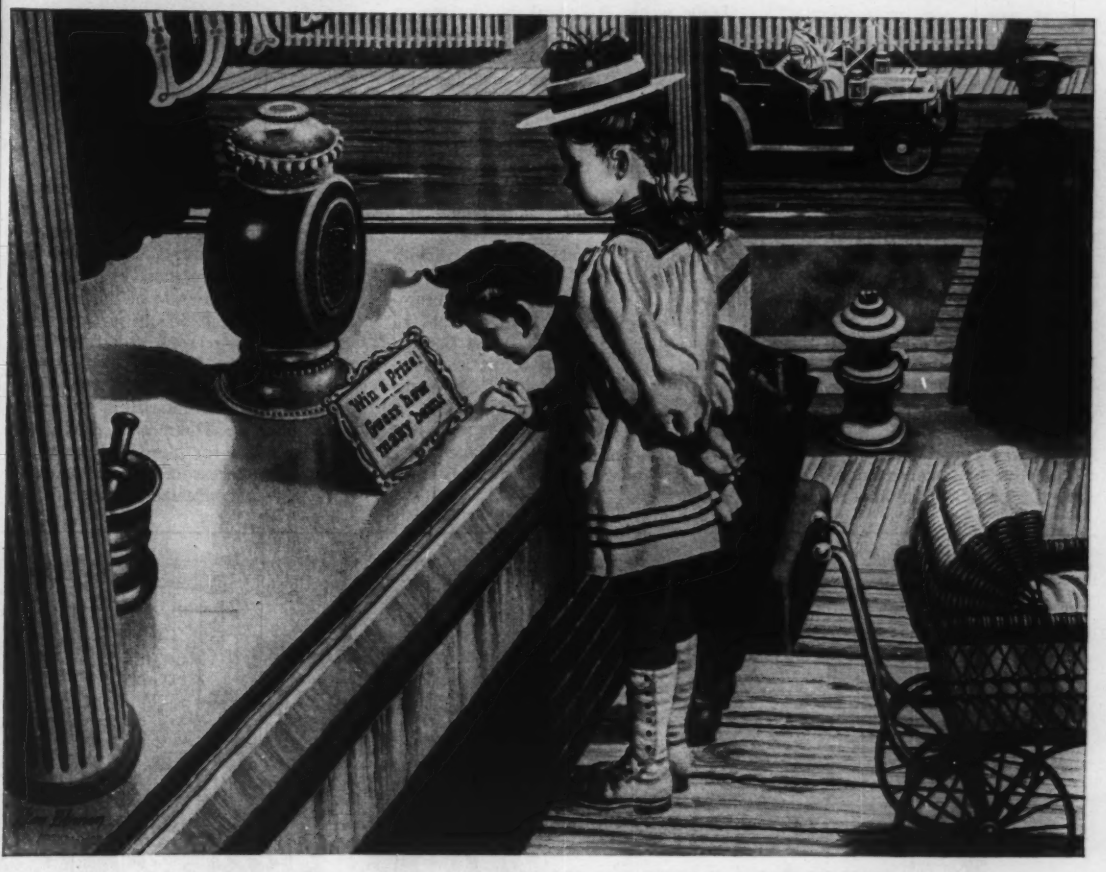
This is followed by a practical test, and as I nosed the car carefully into the street the examining cop at my side glanced sharply at my papers. "What kind of a name's this BOOKAN? Russian?" he asked. "Scottish," I replied huffily. "Thought you might be a Russian," he said. "They don't give no licences to Americans in Moscow, so I ain't passing any of them. Fellow came here last week with a Russian name and said he was a Military Attashay, so I failed him. Gotta have reciprocity."

WASHINGTON is still in a turmoil of expansion, although clearly the pace is slower than in the hectic months that followed the invasion of Korea. Rearmament has brought thousands of officers, professional men, and clerks to Washington and the real estate business has boomed accordingly.

The fact is that Washington will always be a city that is bursting at the seams, for it was never designed to be the capital of the free world. It was laid out by George Washington and his town planner, Major L'Enfant, on spacious geometric lines, as the capital of a leisurely pastoral republic with a limitless amount of land; it is this diffusion which is the basis of its beauty and its inconvenience. The legislator, the Civil Servant or the journalist hurrying from the Capitol to the White House (one and a half miles), thence to the State Department (half a mile further on), and on to the Pentagon (two miles further across the river) has cause to envy the medieval compactness of Whitehall and Westminster.

AND YET, like all capitals, Washington reflects the spirit of its nation: the ability to improvise and overcome obstacles which are often self-imposed, like the division of constitutional powers or Washington's climate and geography; the sense of unfinished destiny which sets marble buildings among the shacks of colored people; above all, the sense of perpetual turmoil and change. For throughout its history the United States has, behind a façade of conservatism, lived in a state of almost perpetual revolution, military, social, economic or technological. The enormous increase in American wealth and strength during the last decade is only the latest of many cataclysmic changes and by no means the last. It is not Leningrad with its petrified symmetry, but the untidy city of Washington that is the real capital of revolutions.—*OFNS*

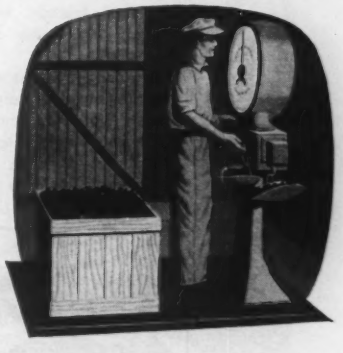

REMEMBER THIS ?




*Remember the fun of guessing the number of beans in the bottle for a free pass to the Bijou or one of the other "grand" prizes . . .*

. . . but applying the bean in the bottle technique to industrial parts inventories or shipments wasn't fun and was expensive. It was this need to eliminate expensive guesswork that led to the development of the Fairbanks-Morse Counting Scale, an instrument that accurately counts, by weight, the exact number of parts or pieces quickly.

The counting scale and the many other types of Fairbanks-Morse weighing instruments have been synonymous for dependable accuracy and service for more than 120 years.



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BOOKS

# THE CASE FOR KING EDWARD

by John L. Watson

A KING'S STORY, The Memoirs of the Duke of Windsor—*Allen*—$4.50.

WHEN the young Prince of Wales confided to his father that he had accepted an invitation to address the British Association for the Advancement of Science, the King's reply was characteristically candid: "The last member of the family, indeed the only one, who ever felt equal to the task was your great-grandfather the Prince Consort, *and he was an intellectual!*"

If, indeed, they have never been noted for intellectual brilliance, the descendants of Victoria and Albert have almost all possessed those qualities of honesty and forthrightness which are so desirable in both monarchs and memoir-writers. It is, I think, this very quality of honesty which makes "A King's Story" so eminently readable in spite of other, and serious, drawbacks. It is a highly personal memoir, in some respects an act of self-justification, but it has the ring of authenticity.

The wisdom of Edward VIII's actions was frequently open to question but the honesty of his motives, in the light of his private convictions, can scarcely be doubted. It is true that Edward was temperamentally unsuited for the role of a constitutional monarch; it is certainly true that the Commonwealth benefited by the accession of his brother; on the other hand, the King's case needed to be stated and the present volume states it both convincingly and entertainingly.

In "A King's Story" the Duke tells of his life at court and abroad from his childhood in the 1890's to his abdication in December, 1936. Let it be said at the outset that he is not, and never will be, an accomplished or facile writer. To speak of his style is pointless; he has none, good or bad. If his writing is not elegant neither is it pretentious; it merely enables him to say what he has to say with clarity and conviction, and what he has to say is well worth a few hours of anybody's reading time.

### The Aseptic Touch

The manuscript was prepared with the help of Mr. Charles Murphy of *Life* magazine, whose duty, presumably, was to make certain that the prose was simple and direct enough to be comprehensible to the readers of that journal. The extent of Mr. Murphy's contribution is not apparent to the reader though one suspects that without it the book might have had a saltier and somewhat less aseptic flavor.

THE DUKE AND DUCHESS OF WINDSOR visiting Ottawa, in 1950.

Sentimental readers will, of course, be chiefly concerned with the closing chapters which recount in considerable detail the events leading up to the Abdication. In these chapters the Duke presents his side of the story—a defensive plea which for obvious constitutional reasons could not be made at the time, or for many years thereafter. The facts are too well known to need summarizing; suffice to state that the Duke does make an excellent case for himself. He writes without bitterness or rancor (except for an unconcealable resentment against Stanley Baldwin who throughout the whole affair behaved in a manner thoroughly characteristic) and he is immensely generous to those who stood by him during the crisis, particularly his staunch defenders, Beaverbrook and Churchill.

The most interesting thing that emerges from the Duke's account is the revelation of the existence of a powerful, if somewhat inchoate and unorganized, "King's Party" which, had the King exploited it, might have prevented the Abdication and brought down the Government—though only

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comes our reward of happy cries and moist-eyed thanks around a glistening tree. With family and friends, we rejoice to see our gifts help make this a Merry Christmas for one and all.
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at the cost of a divided Commonwealth, a price which the King was unwilling to pay.

Although these closing chapters are crammed with drama and heartrack, the general reader will probably derive most pleasure from the earlier chapters which describe the education of a prince in the most solidly established court in Europe. Here is the lush, lavish, comfortable court of Edward VII and George V seen through the eyes of a man who was part of it and yet apart, a man who enjoyed it without quite believing in it, who was skeptical but never cynical.

The recollections of Victoria and Edward are naturally hazy but the portrait of George V is admirable, certainly the best character-study in the book. A master-mariner, a renowned philatelist, the finest shot in England at one of whose shooting-parties 4,000 pheasants were slaughtered in a single day, King George was also a martinet, a Victorian autocrat with a passion for punctuality and a sense of decorum that he inherited straight from his royal grandmother. Though they feared him, his sons shared a vast affection for him—exceeded only by their affection for their mother, a woman of sufficient character to match her husband and possessed of a boundless capacity for understanding her children's manifold problems.

### The Ambassador

After War I came the period of travels when the Prince of Wales, as Britain's Ambassador of Good-will, journeyed over 100,000 miles in a short span of years and did invaluable work in cementing Commonwealth bonds and in improving Britain's relations with the rest of the world. In January, 1936, he became King; he worked hard at the job during his short reign but he subjected the court and the clergy to a series of rude shocks with his unconventional ideas and his insistence on informality. His unconventionality was undoubtedly responsible for a good deal of the tight-lipped opposition he encountered in court circles at the time of his proposed marriage.

Although it is an intensely personal narrative, "A King's Story" is most valuable, and certainly most interesting, as an intimate glimpse into the workings of the British monarchical system, a phenomenon unique in the modern world and one that has never before been portrayed by the pen of its chief ornament. The book can never be accorded a place among the immortal writings of all time but it will certainly rank as one of the most entertaining and readable memoirs of the day.

## PLAN D (C)?

THE SIXTH COLUMN — by Peter Fleming — *Clarke, Irwin*—$2.00.

"THE British Isles", argued the author of the enemy's Plan D, "are either a breeding ground for character or they are nothing". That being so, all you have to do to destroy them as a first-rank nation is to "accelerate the current deterioration of the British national character." To do so the enemy sent their top literary man to England, where in accordance with instructions he recanted all his beliefs and asked for asylum—after which he disappears from the book, which seems a pity. But he has already enlisted a leading English broadcaster to carry on the acceleration business, and the rest of the book tells us how the broadcaster was at last caught in his treasonable relations, which is done in the best Oppenheim manner. The whole thing is enormously plausible and very amusing, and we found ourselves looking over the list of Canadian broadcasters very earnestly to select the one who would be most suitable for Plan D (C)—"deterioration of Canada"—if the enemy could get it started; and we rather thought they could.—*L.V.G.*

## HOPE AFTER ALL

THE WATCH—by Carlo Levi—*Clarke, Irwin*—*$4.50.*

CARLO LEVI, a well-known European painter, is also a medical doctor by profession. When Mussolini's legions marched against Ethiopia, Levi, an anti-Fascist, was exiled to southern Italy. This exile provided him with the material for his novel "Christ Stopped At Eboli," which won him immediate recognition as a first rank writer.

In his second novel Levi again tells the story in the first person. Instead of the lives and customs of the Lucanian peasants, he chooses as his *mise-en-scène* the streets and alleys of post-war Rome and Naples. It is the story of three days during a crisis in the government and depicts a Rome of

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SIMPSON'S, TORONTO
*And At Smartest Shops In Every Town*

wealth and incredible poverty, a city doing its best to rise again from its great fall.

Every one he meets during these three days finds a place on his canvas: the jeep-driver searching hopelessly for his prostitute-beloved; the lone and terrifying bandit appearing on the desolate Rome-to-Naples highway; the dead man lying neglected on the palace steps, guarded by his faithful dog; the pseudo-artist proud of his seven-page novels; the old woman who made a daily fortune in American cigarettes and spent most of it in a nightly binge. Side by side squalor lives with magnificence, and decay is everywhere.

Yet in spite of the pessimism there is a very definite undercurrent of hope. One feels that Dr. Levi is morally confident of the eventful resurgence of his Rome. Although he pulls no punches, and his realism is of the starkest, the pleasant buoyancy of his style leaves the reader believing that things are probably going to turn out not too badly after all. —*J.E.P.*

## MUCH MAYHEM

A TIME TO KILL—by Geoffrey Household—*McClelland & Stewart—$3.00.*

IT IS, perhaps, unfair that all the succeeding work of Geoffrey Household tends to be judged in comparison with the astounding success of his "Rogue Male". It is true, however, that there has been a progressive deletion of intellectual content in this

GEOFFREY HOUSEHOLD

writer's work. The amazing story of the deadly pursuit of the man who made the attempt on Hitler's life provided plenty to chew upon and to remember; now all that a reader of Household requires is a breathless agility to keep up with the pace of the action.

Action aplenty is what is provided in "A Time to Kill". The basic formula is how enemy agents are able to operate and to perpetrate no slight violence, without the slightest interference from the authorities, civil or military. Sniff as they might at the power of the State, these enemies—they are openly named as Russians—failed to reckon with the sturdy Colonel Roger Taine. It took only the kidnapping of Colonel Taine's children to annoy him into the chase; the final doing down of the dastards was due more to the strength of his good right arm than of his intellect.

Interwoven among the smugglers' caves and darkened moving vans is a multiple of evil devices. These vary from an attempt to destroy the entire cattle population of England through insect infestation, to the clever employment of seasickness, by our own brave lads, as a method of extracting information from the wicked fellows. Best of all, perhaps, is the way everything is tidied up at the end. When the Colonel rows ashore with the recovered children after exceedingly extensive mayhem, not one corpse remains to tell a tale. The sea has seen to that. —*C.D.*

AN ASSESSMENT OF TWENTIETH CENTURY LITERATURE — by J. Isaacs — *Saunders — $2.25.*

SIX lectures delivered by the author on the BBC Third Program make an excellent thumbnail survey of English and, to a lesser degree, American literature of the first half of this century. Allowing for Mr. Isaac's necessity to achieve fluency and clarity for broadcasting, the lectures are provocative reminders of certain aspects of the trends in English poetry and fiction. Some of his conclusions are startling but many others are penetrating, and all of them are good reading.

# Theatre Needs More than Pat on Head

CONTINUED FROM PAGE 12

have the heart of a National Theatre." I suggest that in the work of the NPS, for one example, we had for several years the heart of a National Theatre, thumping away for all it was worth, but nobody thought of providing it with a theatre to go on thumping in.

### Growing Tip

The Commission, and Robertson Davies, seem scared that governmental support of theatre is necessarily stultifying through interference in the theatre's artistic affairs: a notion with which I don't agree. Because this year I have seen it disproved. One of my most piquant observations in England was of the spirited, enlightened sponsorship of the "growing tip", the advance guard, in all the arts by the British Council and the Arts Council. The Commissioners do, however, recommend the setting up here of a sort of amalgam of these Councils, a Canadian Council. If such a Council should, in fact, be set up, and *if it were composed of the right people,* the nosebag might soon be on our skinny horse.

I spoke of the mild irony and the danger of tongue-biting in some passages of the Special Study. "I suppose," says Mr. Davies, languidly, "the case of the Canadian playwright must be considered in any complete view of Canadian theatre." Delightful! The playwright as a mere afterthought of theatre! But the irony missed its mark or was badly blunted on the hard pre-Cambrian bosom of the Commission. There's no recommendation for succor of the playwright. Let the seed of theatre strike root in the stony ground if it can! A little artificial manure might work marvels.

I am myself sure that the history of theatre in Canada is not likely to differ greatly from that of theatre everywhere else: theatres have never been theatres but at most theatrical museums till they became playwrights' theatres.

The Special Study suggests that authors, who may work for years to earn one financially profitable production, should not be taxed as though the money when it comes were the average earnings of each year. The Commission takes no specific notice of this eminently reasonable and just suggestion. Nor does it make any recommendation toward finding a way by which even a selected few of Canadian plays should at last be made available to all Canadian producers. I suggest, and have several times publicly suggested, that whether they are a good "publishers' risk" or not, at least the plays which win the DDF awards as best Canadian-written plays in the Festival, ought to be published year by year.

### Cant Phrase

"Ought to be . . ." Why, ought? Manifestly there's no ought about it, unless the arts are genuinely of importance to Canada. Are they? Or is "the importance of the arts" merely a cant phrase to be archly mouthed at public meetings and privately repudiated with a wink? To compel an answer to that question is at least one of the justifications of the Commission's work. We shall have the answer, delayed since that notable morning when the question was first asked on Parliament Hill in the once famous Artists' Brief—we shall have the answer when we see what action, if any at all, is taken on even these paltry recommendations.

Meanwhile, as for theatre people who can't endure to be half-timers of the theatre, they may still sing: Oh Canada, how much longer do you expect us to stand starving on guard for thee? The horse hears only the same old promise of oats and responds with the lifted tail, and with tail and mane a-flying goes neighing off on glinting heels to the bursting bins, across the border.

### THE PICTURE

**ALL ABOARD for Bermuda with a wardrobe of Canadian clothes that are the pick of the Fall crop! The coat shown on the facing page is part of the collection of all-wool suits, dresses and coats photographed in Bermuda specially for "Saturday Night." It looks as well over an evening dress as it does over a suit. Fabric is pink and wine houndstooth in pure wool. Raglan sleeves turn back into adjustable cuffs. The coat, by Lou Ritchie, is collarless, has a matching stole. Both coat and stole are lined in pink taffeta.**

SATURDAY NIGHT

world of women

—Hall

▲APRON SHIFT, new version of the sheath dress. A houndstooth check corduroy apron is worn over a pencil slim black wool jersey shift. By Josef, Montreal.

—Hall

◀GREY WOOL JERSEY — collar and unusual off-center closing etched in black braid trim. Skirt falls in unpressed pleats from pocketline. By Iseman, Montreal. Black velour tricorne has heraldic shield trim.

# *Wool is a natural*

—Perinchief

◀APRON EFFECT and bias-cut flaring skirt are the season's hallmarks on a navy wool crepe dress. A Fath adaptation by Junior Accent Limited, of Montreal.

◀COAT PLUS SUIT adds up to a wardrobe. Suit is wine all wool tweed mix. Plaid lined coat of nubby tweed has a detachable stole. By Auckie Sanft.

▼THERE'S AN ANGLE to this cinnamon English all wool crepe dress, in diagonal lines of panel and collar. Adapted for Trend Fashions from a Piguet design.

BUTTONS, big, beautiful, march up the side, trim neckline and flapped pockets of this full-length coat of navy wool Cordulaine. The collar and raglan sleeves, (also button trimmed) are noteworthy style points. By Service Garment.

—Perinchief

▲WHITE AND GOLD elegance of this dinner dress is composed of featherweight cream wool challis with gold belt. By Lawrence Sperber. Escort's midnight blue tuxedo, Tip Top Tailors. Forsyth shirt.

# for fashion

A FEW WEEKS AGO a complete wardrobe of clothes was flown to Bermuda — there to be photographed on Bermuda models against sapphire sea, coral sand, pretty pastel houses and smart hotels that have long delighted island visitors.

The clothes shown on these pages were selected with an eye to the taste of the smartly dressed Canadian woman and they have two important things in common. All are of wool. All are from Canadian makers. In other respects their variety ranges the gamut of new fashions for Fall, 1951.

Wool was chosen because it rates higher than ever as a fashion fabric in a season when texture and *feel* of the fabric is a major part of the whole Fall fashion story. You'll find wool playing a handsome role in everything from deep-piled "astrakhan" and "poodle" cloths through which you can run your fingers as though they were furs . . . to wool fabrics of such cloudlike fineness a yard width can be drawn easily through a finger ring.

Oldest fabric known to man, the traditional virtues of wool are as highly regarded today as they were when history was in its dawning. Wool fibers can be stretched as much as 30 per cent, can be twisted and bent, and they'll snap back into shape without damage. That is why wrinkles spring out of a wool garment simply by hanging it up for 24 hours. The unusual elasticity of wool also explains why clothes made of it drape so beautifully, hold their lines.

One of the major reasons why wool is at home everywhere in the world — in the mild climate of Bermuda, the wet climate of the British Isles, the wide-ranging climate of Canada — is that it can absorb up to 30 per cent of its own weight in moisture without feeling damp . . . which explains its seemingly contradictory qualities of being comfortable in dry or damp weather, of insulating the wearer against both heat and cold. Good reasons, all of them, why wool is a natural for fashion.

*Credits: Accessories courtesy the Robert Simpson Co. Ltd.; hats, Piko; photographs, Wool Bureau.*

—Perinchief

—Hall

▲TRAVELLERS' CHECKS in wine, green, heather blue Munrospun tweed. Suit is tailored in classic style. Berke's Cloak.

▼SHAWL COLLAR of platinum Arctic fox adds final touch of luxury to a grey and black Chunga tweed coat. Miss Style Mfg.

—Perinchief

the news of fashion is

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## CONCERNING FOOD

# JAMS DE LUXE

by Marjorie Thompson Flint

HERE is a spiced sweet spread which is delicious on toast, or for afternoon tea, spread over cream cheese on toasted English muffins.

### Spiced Marrow Jam

- 3 cups (1½ lbs.) prepared marrow
- 7 cups (3 lbs.) sugar
- ½ cup lemon juice
- 1 bottle liquid pectin

*To Prepare Marrow*: Remove rinds and seeds from about 2½ pounds fully ripe vegetable marrow. Cut in small pieces and grind or chop fine. Add 1 teaspoon grated lemon rind, ¼ cup water and ¼ to 1 teaspoon each cinnamon, cloves and allspice or any desired combination of spices. Bring to a boil and simmer, covered, 20 minutes. Then measure 3 cups into large saucepan. Squeeze juice from 4 lemons; measure ½ cup into saucepan.

*To Make Jam:* Add sugar to marrow in saucepan and mix well. Place over high heat, bring to a full rolling boil and boil hard 1 minute stirring constantly. Remove from heat and at once stir in pectin. Then stir and skim by turns for 5 minutes to cool slightly to prevent floating marrow. Ladle quickly into glasses. Paraffin at once. Makes about 11 six-ounce glasses.

### Brandied Peach Preserves

- 10 large ripe peaches
- 1 cup water
- 2½ cups sugar

Choose the very best peaches possible for this since it is a "special" preserve. Dip peaches into boiling water, remove skin, split in half and remove pits. Boil together for 1 minute the water and sugar. Add peach halves carefully to syrup and simmer gently for about 25 minutes or until peaches are cooked and transparent in appearance. Pack peaches (not syrup) in hot sterilized sealers. Return syrup to heat and add—

- 2 cups (more) granulated sugar
- 6 whole cloves
- 4 ½ inch cubes candied ginger

Cook until syrup is thick. Add ½ *cup brandy* and pour through a sieve (to remove spices) over peaches in jars. Seal tightly.

### Pear Honey

- 4¾ cups sliced peeled pears
- 4¾ cups sugar
- 1 20 oz. tin crushed pineapple
- Grated rind of 1 orange and 1 lemon
- Juice of 1 orange
- Juice of ½ lemon

Place ingredients in preserving kettle and cook for 35 minutes after mixture has come to the boil. Test a spoonful of mixture in a cold bowl or place a sample in refrigerator. If it is nearly to the "jam" stage add ⅛ cup sliced candied ginger (optional) and cook 10 minutes more. Do not cook more than 20 minutes longer at the most. Pour into jam or jelly glasses, cover with hot paraffin.

THE LIGHTER SIDE

# The New Abstention

by Mary Lowrey Ross

IF YOU WERE to examine the curve which describes cigarette consumption in this country, you would probably find that it dipped sharply with each succeeding tax and then rallied and rose again to approximately its former level. With each succeeding tax, that is, until the last one, in April, 1951.

At one time or other every cigarette smoker resolves, for perfectly valid reasons, to give up cigarette-smoking. And almost every cigarette smoker, after a short period of abstinence goes back, for perfectly valid reasons, to smoking cigarettes.

A friend of mine, for instance, gave up cigarette-smoking because he detected a heart flutter, the flutter coinciding with another rise in the excise tax. For a time he was enthusiastic over the results — his health had improved, his heart had steadied, and he was putting on weight. In the end he put on so much weight he was obliged to revert to cigarette-smoking in order to take it off and reduce the strain on his heart, which had begun to flutter.

Up until the 1951 Budget, the record of cigarette abstainers was filled with these reversals, and was a pretty consistent history of backsliding. There were the swearers-off who took up a hobby and hurried off to sort out their collections of match-folders whenever they felt the need for a cigarette. But there was no longer any incentive to buy match-folders, and in the end they tossed out their collections and went back to their smoking.

THERE were the ones who swore off packaged cigarettes, resolving to roll their own, and who did roll their own for almost a week. (The homemade cigarettes, they soon discovered, were whiskered like earwigs, filled with air-pockets, and as explosive as Roman candles.) The gum-chewers held out a little longer, but in the end they too went back to their cigarettes. It is impossible to develop any acceptable social form in gum-chewing.

Cigarette-smoking, on the other hand, is highly stylized, which is partly the reason it fascinates so many people. There are almost as many ways of offering, accepting, selecting, lighting and butting a cigarette as there are brands of cigarettes. The screen sets the styles here. There is the Parlor School whose chief exemplar is Charles Boyer, a dazzling manipulator of cases and lighters. There is the Tough School, represented by Humphrey Bogart, who has such command of the idiom that he can light a kitchen match with his thumb nail.

BETTE DAVIS heads the Frenetic School—the Davis ritual is to take two quick puffs and then stab the cigarette out in a passion. The Seductive style was set by Dietrich, whose cigarette smoking was detailed, brooding and loaded with significance. By the time the screen stars had made it clear that practically any human emotion can be conveyed by the way a cigarette is smoked, we had become a nation of cigarette addicts. From there it was just a step to feeling that in breaking the cigarette habit we were cutting ourselves off from human communication.

No doubt Mr. Abbott took all these factors into account when, in April, he raised the price of cigarettes to 40 cents. He undoubtedly figured that after the initial shock the public would rally round and go right on buying cigarettes as usual.

As it turned out, he was wrong. This time the public didn't rally, and the Finance Minister now finds himself facing a loss of over a million dollars a year, plus sales tax.

It is clear now that in setting exactly 40 cents as the price of 20 cigarettes, Mr. Abbott overlooked the most important psychological factor of all. The public is splendidly careless of fractions, but it can be brought up short by round numbers. Every smart retailer knows this, recognizing that the figure $2.98 stands eternally in the public mind as a fraction over two dollars, rather than a fraction under three.

THE ABBOTT arrangement, however, made it blindingly clear that we were paying exactly two cents for every cigarette we smoked. So we have cut down our cigarette smoking and as a result our nerves are steadier, our heads are clearer, and it is almost certain that fewer of us will be stifled in burning mattresses in 1951.

We should be grateful to Mr. Abbott for this; but we aren't. We feel almost as lost without our cigarette-ritual as a Tibetan would feel without his prayer-wheel. In the meantime we get what comfort we can from thinking that if our abstention is hard on us it is going to be just as hard on Mr. Abbott.


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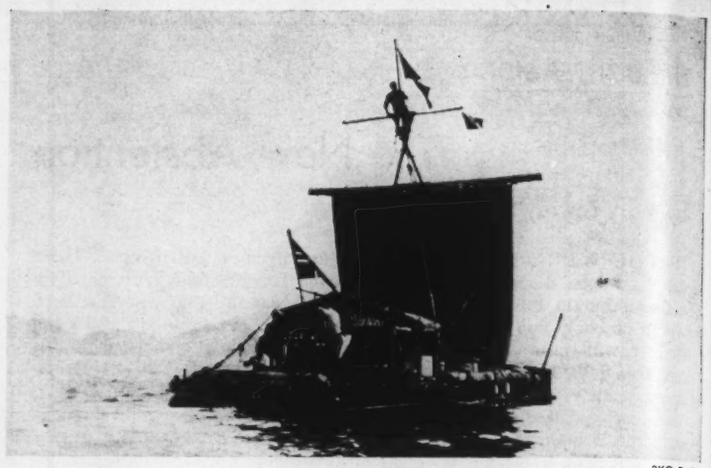


—RKO-Radio

KON-TIKI: A "DOCUMENTARY" BEATS MOVIE ADVENTURES

*FILMS*

# VOYAGE OF THE KON-TIKI

by Mary Lowrey Ross

"DOCUMENTARY" is probably the handiest word in the vocabulary of cinema for scaring people away from the box-office. To the average movie-goer it means long lines of machinery incomprehensibly geared to production, or glimpses, with travelling dotted lines, of plans for dam construction or rural electrification.

It also means that there will be no story line and that the continuity as such will be carried by a voice on the sound-track filled with resonant enthusiasm which he, a simple movie-goer looking for entertainment, will be unable to share. He expects, and usually gets, good, carefully framed photography, high integrity of detail and conscientious on-the-spot reporting. The picture is there to improve his awareness of his world and he wants it improved and is honestly concerned by the consciousness that actually he is bored stiff.

That is why I hesitate to describe "Kon-Tiki" as a documentary. Nevertheless it *is* a documentary in the strict sense of the term—the photographic log of a trip made by raft from Peru to Polynesia. But it is unlike any documentary ever shown on the screen before.

THIS IS the straightforward, factual account of one of the most fabulous enterprises in navigational history. The voice on the sound-track merely annotates a story that is implicit in every shot. The camera range is limited to the dimensions of the little raft, and beyond that the huge featureless Pacific. The whole picture is wonderfully enhanced by the rough, pebbly, catch-as-catch-can photography. This is no careful re-enactment of a fantastic adventure. It is the adventure itself.

Briefly "Kon-Tiki" is the story of a group of Norwegian ethnologists who, having convinced themselves that the original Polynesian settlement came from South America, decided to put their theory to the practical test. Working partly from surmise, partly from the findings of research, they rigged up a rope-lashed raft, with a primitive steering gear to guide them in the Pacific currents and sail to catch the trade winds. Their only concessions to the developments of intervening centuries were the camera, a radio transmitter and a small primus stove.

The voyage of the *Kon-Tiki* was as audacious as the Lindbergh flight and is even more captivating to the imagination since it moves backwards as well as forwards in the dimension of time. Thor Heyerdahl, who led the expedition, was so little aware of the extraordinary public interest his adventure would arouse that he planned to use the photographic account merely as illustrations for his book and as slides in a lecture tour. With the publication of "Kon-Tiki" however the commercial-film companies became interested in the story; and it is evidence of extraordinary good sense that they made no attempt to reconstruct it along conventional cinematic lines.

As a result the chief dramatic value of the film lies in its sheer amateurishness. On its face it is clearly the work of a group of men who were kept so busy risking and saving their own lives that they had little time for the camera, except as a recording instrument. Thus even the omissions become dramatic—the five-day storm at sea and their final piling up on a Polynesian coral reef.

Whether or not the expedition proved the truth of the Heyerdahl theory is something the ethnologists will have to decide for themselves. So far as the expedition was concerned it accomplished its purpose exactly. It proved that men driven by necessity or curiosity can cross a 4,300 mile Pacific barrier with scarcely any resources beyond their own ingenuity and courage.

The narrative is supplied by Leader Heyerdahl in English, with a rolling Norwegian accent that occasionally makes his account unintelligible. This is no great disadvantage however. The story tells itself, so dramatically that any other narrator would be a redundancy.

*RED HAIR'S AN ASSET?*

## SUMMER STARS

by Margaret Ness

TWO redheads have just finished playing to capacity Canadian audiences. At the Niagara Falls Summer Theatre, SARAH CHURCHILL packed them in for "Gramercy Ghost" and Toronto flocked to see Vancouver-born KAYE CONNOR as Magnolia in Melody Fair's "Show Boat."

We had dinner with the charming Sarah and her equally charming husband, photographer Antony Beauchamp. Sarah reminded us that she considers the Toronto press clubs sort of her fairy godparents. She flew over from England for their Byline Ball a couple of years ago, decided to run down and see New York when she was on this side. "And my four-day trip to Toronto has stretched into quite a stay, hasn't it?" She and Tony expect to wangle their first quick trip home before Sarah starts her new TV program early in October—a 15-minute Sunday night chit-chat.

Tony had the most delightful story to tell about the cockney butler-handyman of the Franchot ménage. Sarah and Tony were staying with Mrs. Maude Franchot (aunt of Franchot Tone) of Niagara Falls, NY, and a backer of the Niagara Falls (Ont.) Summer Theatre. Said the butler to Tony: "I've been wondering what it would be like to march up to Mr. Winston Churchill and ask for his daughter's 'and."

The other redhead, Kaye Connor, is a musical star. She started in the movies, though. After leaving Vancouver at the tender age of 11, she was stand-in for Jane Withers and played parts with Allan Jones, Susanna Foster and Deanna Durbin. After she graduated from a LA high school, she joined the LA Civic Light Opera; played for two years on Broadway in "Song of Norway" and in "Gypsy Lady."

It was in the English run of the latter (called "Romany Love" there) that the leading lady took ill and Kaye moved into the role.

But before that, Kaye had been back in Canada. In 1946 she was a finalist in the "Singing Stars of Tomorrow" radio program and in 1947 she sang in "Rosalinda" for Vancouver's Theatre Under the Stars. It was in "Rosalinda" that she came to Melody Fair and then followed up as Magnolia in "Show Boat." Director Leighton Brill tells us he's engaged her for next year's opening show.

Kaye is married to musical star George Britton and has two children.

■ A concert tour of France and French North Africa are in the offing for THERESE DENISET of St. Boniface, Man. In private life she is Mrs. Louis Souchon and she, husband and 3-year-old daughter are back in Paris where soprano Thérèse spent eight years studying before she made her debut with the Monte Carlo Opera.

*BRAIN-TEASER*

## IT'S A PIPPIN!

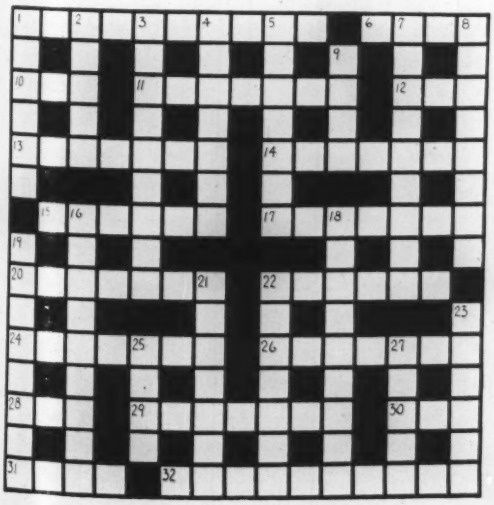
by Louis and Dorothy Crerar

**ACROSS**

1. See 4.
6. It finishes and ends in fragments. (4)
10. See 5.
11. The man ate all but the head. (7)
12. Was Scott's about the end man in a colored show? (3)
13. Given to baby to pacify? (7)
14. One has one at heart. (7)
15. "Pickwick's" Christmas bell? (6)
17. Did the soldier drag on with nothing inside him? (7)
20. Sounds like views of the C.N.E. (7)
22. This ant is a helper. (6)
24. One might take the rap over this. (7)
26. Most painful to the listener! (7)
28. Nail you can't hit on the head. (3)
29. She sounds like a large drink. (7)
30. 14 is also hearing this. (3)
31. East is east? Not here! (4)
32. Certainly not a Yeoman of the Guard, as it were. (10)

**DOWN**

1. Read over an unprinted copy. (6)
2. Izaak Walton's wickerwork? (5)
3. Spectacles are a mistake! (9)
4. 25, 19 and 1 across. Bears fruit, but not for the medical profession. (2,5,1,3,5,3,6,4)
5 and 10. Their knowledge of 4 was second to none. (4,3,3)
7. In B.C. it's namely this that 19 and 1 across, no doubt. (9)
8. Raised in season by resetting in China. (3,5)
9. It was left when the beverage gave out. (4)
16. If your answer's correct it's wrong! (9)
18. Where Matilda waltzes. (9)
19. See 4.
21. It couldn't be said of the Tree of Knowledge. (7)
22. A rag to 10 appears mean. (7)
23. Almost a blind alley? (6)
25. See 4.
27. In a 'coon coat it appears quite natural. (5)



**Solution to Last Week's Puzzle**

**ACROSS**

1. Tea for two
6. Queer
9. Regatta
10. Diagram
11. Units
12. Nutrient
14. Hogmanay
16. Morsel
18. Unripe
20. Mahogany
23. Live wire
24. Pitch
26. Prairie
27. Ottoman
28. Where
29. Saturates

**DOWN**

1. Throughout
2. Arguing
3. Oaths
4. Trainman
5. Oddity
6. Quasimodo
7. Errands
8. Rump
13. Playthings
15. Apple tree
17. Barefoot
19. Ruinate
21. Automat
22. Miners
24. Peter
25. Spew

(174)

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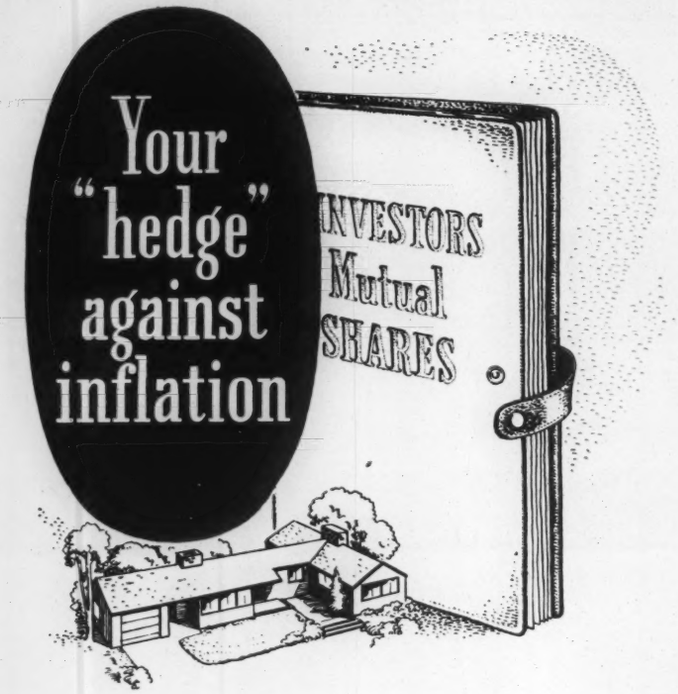


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*SPORTS*

# THE LATE SPORT OF KINGS

by Kim McIlroy

IT'S a mighty poor sport these days that hasn't got itself at least a small scandal, or the off-stage mutterings of future and potential scandal.

Take golf. So far as is known, no big-time golfer has thrown a tournament through motives of cupidity or fear, but the fact that at least two well-known pros have received threats and announced the story publicly might lead the thoughtful to ponder the possibility that other threats have not been made public, or that future threats may not be.

Take baseball. The last major baseball scandal occurred some years back in the pleasant and improbable setting of the Evangeline League. There hasn't been a whisper since. Yet those with the best interests of the game at heart can be excused for viewing the present scene with pronounced misgivings.

The owners of the major-league clubs are casting about for a new Commissioner. What they want, quite obviously, is a man who is not going to make any rulings that are against the best interests of the owners. After a previous crisis, they selected a man named Judge Landis, who turned out to have only the best interests of baseball at heart. They don't want that to happen again.

Then, too, it is becoming increasingly difficult for the fan to know whether he's at a ball game or the circus. Midgets injected into the lineup, flagpole sitters vieing with the players for fan interest, virtually complete floor shows right on the field, all these inevitably compromise the basic integrity of the sport.

Take basketball. Well, you can have it.

Take football. Ninety top cadets at West Point are expelled for cheating and promptly are swamped with offers to attend other institutes of learning and, incidentally, play football. The Canadian game is flooded with expros from across the border whose only interest is in making a dollar, and already there are odd stories.

Lastly, but by no means least so far as Canadians are concerned, take horse racing. The sport of kings. The whole sordid story is familiar to anyone who follows the nags; or reads.

The setting was the Fort Erie, Ont., track. A horse named Hemjohn was the odds-on favorite to win a race. Hemjohn didn't win it. North Drive did. The race looked funny to the stewards. They threw some suspensions around. The closer they looked, the funnier the race looked. They called in the Ontario Racing Commission, which in turn called in the Ontario Police and the RCMP.

The investigation disclosed widespread skullduggery. The race, to put it mildly, was in the bag. Jockeys, trainers, and all manner of hangers-on were implicated. The motive was a betting coup which swindled a number of bookmakers out of many thousands of dishonestly earned dollars.

It is a simple fact that there is no possible way of preventing the throwing of a horse race. Saliva tests are all very well, and cramping of the style of the cruder operators, but there's no test that can be applied to a jockey's mind or heart. If he wants to pull his mount, nothing can stop him, and there is almost no way to detect the act.

No, the thing to ponder is the public reaction to the ORC's disclosures. For every one citizen whose reaction was "Glad to see them cleaning out those crooks", a hundred merely said, "So what? Everyone knows races are fixed; been going on for years."

The cynics, as is the frequent and regrettable case, are probably right. But that is no valid reason for merely sitting back and viewing with disgust.

A race was rigged at Fort Erie. Races have been rigged in the past. But this time someone with authority moved in, fixed responsibility, and instituted punishment. Races under the Commission's jurisdiction may be rigged in the future, but not nearly so confidently.

Governing bodies, whether appointed by government or from within an organized sport, can do a great deal to keep things clean and aboveboard, if they are competent and really want to do the job. The trouble is, too often they aren't and don't.

## NEGRO PLAYERS

THIS current season, the Toronto Maple Leafs, International League, had an odd experience, a sort of drawing of the color line in reverse. The team wasn't doing well, which is not unusual in Toronto, and pretty soon people began saying and writing that what Toronto needed was some Negro ball players. Why didn't the club go out and buy some? Why was there discrimination in Toronto, of all places?

So Toronto, under new and spectacular management, went out and got three of them. The club's scouts had to dig deep to find them. As it happened, at least one was good.

The reason there had been no colored players with Toronto was that there just weren't any to be had of Triple-A calibre. What Toronto needed was good baseball players, of whatever hue, and the supply of these is always very limited.

If teams are going to sign Negro players merely for the purpose of signing Negro players, they're not going to do themselves, the players, or the colored race any good at all. Class AAA pitchers will make monkeys out of Class B batters, whether they were born in Alabama or Alaska.

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*PEOPLE*

# MOVING UP THE LADDER

■ Canada's BARBARA ANN SCOTT climbed further up the ladder of high taxpaying last week with the announcement that she will replace Sonja Henie as the star of the Hollywood Ice Revue. At a salary well over a third higher than the $75,000 a year received by President Truman, she will start a tour of the largest U.S. cities in November. She is now in England finishing her second successful ice opera.

Chicago producer Arthur M. Wirtz says his new show will be a fast-moving revue and B.A.'s part quite different from the routines Canadians have seen her perform in recent tours. Meanwhile, Sonja Henie was said to be preparing all-out war in the form of a rival show. But if Canadians want to see their star, Wirtz says, they'd better do something about it. "I'd gladly bring the show to Canada, if bookings could be arranged."

■ Last week the dean of Western Canada's newspaper men celebrated 30 years of straight journalism in Brandon, Man. Before that WILLIAM (Bill) NOAKES had had a roving ca-

—CP

EDITOR NOAKES: Variety over 80 years.

reer as artist, cartoonist and feature writer across Canada—in Regina, Ottawa and Toronto—in the U.S., Ireland, England and Europe. He also had another celebration. It was his 80th birthday and he marked it by writing editorials in his *Brandon Sun* office.

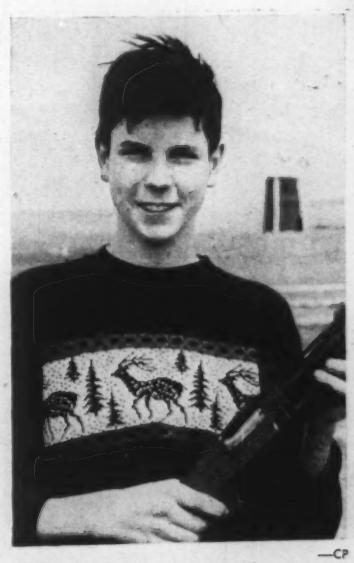
■ While her girl friends at Givens Public School and Central High in Toronto went dancing, MARI ALDON took lessons in ballet, voice, diction, singing and piano. During a recent 11-month stint as "Stella" with the national company of "A Streetcar Named Desire," she was spotted by a Warner Bros. talent scout. In November her former school friends will be able to see her as Gary Cooper's leading lady in a technicolor western "Distant Drums."

■ ART CAMERON, Assistant Manager of the Hotel Vancouver, who along with clerk BILL KREUT was involved in refusing a room to Bing Crosby recently, is being given a break by Bob Hope. He is now in Hollywood to re-enact the scene in "Son of Paleface," starring Hope, Jane Russell and Roy Rogers. "A fellow who is smart enough to know a bum when he sees one is good enough to act in my picture," says Hope. He picked Cameron rather than Kreut because Cameron is almost his double.

—Donald McKague

THE NEW B.A.: None of the old routines.

■ At Vandalia, Ohio, 16-year-old GEORGE GENEREUX of Saskatoon made trapshooting history. He surprised everybody, especially himself, by becoming the first Canadian ever to win a major title in the Grand American Shoot. He tied with Ronald Gaude of Natchez, Mis., in a 200-target event, both breaking 193. In a shoot-off which attracted main attention of the whole shoot, he scored 49 cut of 50 to win by one point the North American Junior Championship. Veteran shots said he was the best competitor to come south of the border. "I just went to get experience," Genereux said.



—CP

GEORGE Genereux: A matter of experience.

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## BUSINESS FRONT

# Motel Business Is Booming

by Hal Tracey

CANADA'S tourist picture is changing. More tourists are staying in motor courts and motels, and by-passing the big cities and their hotels. The change has not been as rapid or as complete as in the U.S., where hotels are really feeling the pinch, but it is enough to make hotel men think about meeting the potential threat to business.

Motels are composed of several rooms or units grouped together in the same building, and lend themselves to central heating, hence to year-round operation. If their growth in Canada becomes as spectacular as it has been in the U.S., hotels may suffer.

In Ontario, where motel growth has been biggest—about 150 estimated to be in operation now, 115 at the end of 1950, according to the Ontario Department of Travel and Publicity—hotel proprietors aren't yet worried. But they are watching carefully the growth of the motor court and motel industry, and the problem is due for a thorough airing at the next meeting of the Ontario Hotel Association, Managing Director J. Roy Corbett says.

In BC, there are 1,014 motor courts, 52 in the immediate Vancouver area. In the whole province, 52 new auto courts have been built this year. In Alberta, more than 50 of the Province's 217 cabin camps have been opened in the last 12 months.

Saskatchewan's short tourist season doesn't justify the expenditure necessary for a motor court business, and little private capital has been ventured. But the Province has several municipally-owned auto camps.

In Manitoba, 11 of the 39 tourist camps established during the last 18 months fall into the motel classification, says R. E. Grose, Assistant Deputy Minister of Industry and Commerce. But they cannot as yet be considered serious competition to the Manitoba hotel business.

There is only one motel in the Montreal area, although there are several establishments that might, by stretching a point, be designated as motels. But tourists are by-passing Montreal, as they are Toronto, where the city's two biggest hotels report a drop in business of about 30 per cent.

In New Brunswick, the season is also short, and tourists steer for the hotels when the weather gets cooler. So motel and auto camp development is smaller, although dozens have sprung up within the last year or so, many with more facilities and conveniences than the old overnight cabin.

The Ontario Motor League confirms the trend towards motels and tourist cabins on the part of Mr. Average Tourist. To veteran hotel men like George A. Wilson, President of the Ontario Hotel Assoc., answers are simple.

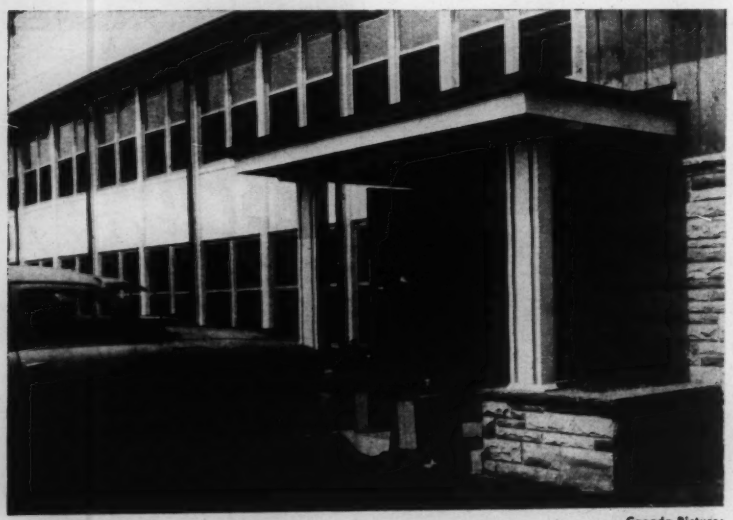
### Parking the "Liability"

One of the advantages motels have, says Wilson, is that they offer motorists good parking facilities. When a motorist comes to a hotel in the heart of a big city, his car immediately becomes a liability. He must find a parking spot, if he can, or pay the hotel doorman to find him one, often at high rates. Then, when he wants his car again, he must wait for it, often from 20 minutes to an hour, and tip the attendant who brings it to him. In a motor court or motel, his car is close to his room or cabin.

Then there's tipping. "There's nothing we can do about that," says Wilson. "People will always tip." But in motels, they tote their own luggage from their nearby car (*see cut*), and no bellboy to tip.

Another reason people prefer motels, says Corbett, is because the average motorist likes to dress casually when driving. But he doesn't like to go tramping through a hotel lobby looking like Bing Crosby after a fishing trip.

If the motel competition becomes large-scale, says Corbett, Canadian hotels might have to adopt a plan U.S. hotels have already put into effect—back-door elevators for visitors who drive up in their old clothes. He thinks free parking, perhaps through an arrangement between hotel and municipality, might help.



—Canada Pictures

**CHEAPNESS to build in comparison to hotel has spurred increase of motels.**

—Canada Pictures

**MOTELS offer accessible parking space, often provide freedom from tipping.**

Hotel men are quick to point out that hotels have advantages auto courts and motels haven't. Hotels give more service—telephones in the rooms, a dining room right in the hotel, and proximity to downtown entertainment. In some provinces, the hotels have cocktail rooms and beverage rooms, which are lacking at motor courts.

### Hotels' Motels

One of the neatest ways for hotels to meet competition from motels is to build a motel of their own. Then, if the hotel is full up, guests can be directed to the motel, and vice versa.

That is what the LaSalle Hotel in Kingston has done. It runs one of the most modern motels in the country, complete with resident physician and baby sitters.

Motels are much cheaper to put up than hotels. Average motel cost per unit is from $2,500 to $4,500, while average hotel cost per unit runs anywhere from $10,000 to $17,000.

Motel operators, say Ontario Department of Travel and Publicity officials, may be experienced in the hotel and tourist business as are Norman and Fred Butler, who operate the Reliance Motor Court just outside Ottawa. Fred Butler is an executive of the Ontario Tourist Courts Association. Or they may know nothing whatever of the tourist business.

T. R. McCall, Deputy Minister of the Department, is looking forward to the day when Ontario in particular, and Canada in general, will have a buyer's market in the way of tourist accommodation. When auto-court operators have to compete for business, their services will get better.

One factor that spruces up tourist accommodation is a provincial rating system, which Ontario will put into effect next year; three stars for top-notch accommodation. BC already has such a system in effect; four stars for the best. The best is not necessarily the most fancy, but rates tops on equipment such as beds, tubs and toilets, and in general appearance. Alberta rates its tourist courts from "A" to "D". There are 552 class "A" or first class, 153 "B" class, and 174 "C" class. The 566 class "D" are roadside camps on outlying parts.

### Rating at Work

Ontario will have a tougher time with its rating system than the other provinces in rating its tourist accommodations, officials believe. There are more of them—from 5,000 to 7,000—and they fall into more classifications, from the ultra-modern motel to the "outfitters' camp" in the Northern Ontario bush.

The rating system may help establish a less fluid rate for auto courts in Ontario. Many operators set their rates according to demand, say officials. If a motorist arrives late at night, he may pay more than he does in the afternoon, when there is plenty of accommodation available.

In Quebec, it's a little different. Rates can vary with the language the tourist speaks, according to no less an authority than Hon. Louis Cecile, in charge of Ontario's Department of Travel and Publicity. Of French-Canadian descent, he recently travelled in Quebec, found that the rate came down as he lapsed from the English language to the French-Canadian patois.

Most provinces expect to do more tourist business this year than last. In Alberta, the take this year may total $28 million, as compared with last year's figure of $25 million and the 1949 total of $23 million. BC expects an increase.

Saskatchewan figures show an increase of 10 to 15 per cent. Manitoba may have a record tourist year, with estimates running up to $25 million. July border crossings broke all existing records with a figure of 17,000 vehicles crossing the border from the U.S. Montreal finds its tourist trade down, but there is no let-down in Quebec generally.

New Brunswick's tourist volume increased considerably in August this year, and will equal last year's, both the Maritime Automobile Association and the NB Government Bureau of In-

CONTINUED ON PAGE 43

BUSINESS ANGLE

# A LARGER HOME MARKET

by P. M. Richards

WE HAVE good reason to be pleased with the increase in the number of immigrants in the first half of 1951, as compared with the corresponding period of last year—79,785 as against 37,286—but we mustn't let it stop there. Not only do we want a lot more immigrants but we want new and old Canadians to stay in Canada. Immigration has been largely offset in the past by a persistent loss of population, mostly of course to the United States. In recent years the outbound movement has held fairly steady at about 35,000 per annum.

We must have more population if we are to realize the larger industrial future that present economic developments indicate is our due. We shall not attain it without a considerable population increase, and we ought to be aware of that fact. In the past, as largely now, we have produced the raw materials but they have gone beyond our borders to be processed. We have bought the imported manufactured articles, paying prices which included the value of other people's labor and skill. It was more economical to do this than to manufacture them here, because the smallness of our market would not justify the expensive equipment necessary.

This is still largely the situation. The point is that if we do not sizably increase our population, we shall find that we are still mainly hewers of wood and drawers of water for the United States, despite the importance and variety of our new undertakings.

The fact that the United States is now running short of many of its own raw materials—iron ore, timber, lead, zinc, copper, nickel, cobalt, mercury—means that we can probably afford, in some cases at least, to take a tougher attitude and "pressure" them into locating plants here. But the only sound basis for the building of a satisfactorily larger industrial production, and thus a better-rounded national economy, is the development of a larger home market.

We have to make Canada a more attractive country, economically and culturally, to hold our immigrants and our youth. Perhaps it isn't as tall an order as it sounds, as the very expansion we are now undergoing contributes to it. Perhaps all that we need is more of the same.

## BLAME OTTAWA

WHEN ANY company experiences a smaller demand for its product, it's natural to blame it on special conditions such as the Government's anti-inflation measures rather than on anything for which the company itself is responsible. Of course it's a fact that the credit restrictions, tax increases and materials withholdings are cutting off a lot of "non-essential" business; that is what they were designed to do, in the public interest. But the conditions of today are really a challenge to businessmen who have had pretty easy going in recent years. Now many companies must go out and make a market, instead of having it ready and waiting. The rewards will go, as they always do, to the "do-ers" and not to the wailers.

Sales figures show that a great many consumers spent heavily on automobiles, radios and household appliances before the credit curbs were imposed, and thus reduced their capacity to consume. Some indication of how restrictive the credit curbs have actually been ought to be shown by the results of their removal or relaxation. In the case of radios and appliances, dealers say there has been no important improvement in sales since the removal on August 1 of the requirement that down payments be all cash without trade-ins. However, the dealers still blame the Government, saying the sales-stopper is the 12-months limitation on instalments.

It's interesting to note that many of them had been getting around the former all-cash down-payment requirement by paying the customer cash for his trade-in and then accepting the cash as part-payment on the new purchase.

## PLEASE, NO EVASION

A KEY POINT in the Ontario crime committee's investigation of stock racketeering was reached when the committee looked into the banning of 35 Toronto brokers from use of the U.S. mails. The U.S. Post Office issued the orders without a hearing of any kind, and it was repeatedly suggested in evidence before the Ontario committee that the ban could have been imposed for infractions of U.S. regulations that would not be offences in Ontario. This impression was strengthened when Ontario's Attorney-General Porter asked (and received an affirmative answer): "Then some of these fraud orders may have been used on alleged offences which are really trivial technicalities?"

Committee member C. E. James (PC, Lambton East) put the matter in better perspective when he asked a witness if Toronto brokers who broke U.S. laws knew they were breaking them. The witness, William Wismer, manager of the Broker-Dealers' Association which has the job of trying to keep its members on the straight and narrow path, replied that they did. Said Mr. James: "Then they are offenders and troublemakers and should be dealt with."

That, surely, is the pith of the argument for the necessity of a clean-up in Ontario stock-selling, especially in respect of sales in the United States. Clearly if Canadians want to do business in the United States they must be prepared to abide by U.S. laws.

Incidentally, the U.S. Securities and Exchange Commission has repeatedly said, in respect of its efforts to arrange for an extradition treaty covering securities offences, that it is not worry-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ing about minor infractions of U.S. regulations but about deliberate, serious fraud. This was plainly brought out in the long letter from the SEC to the Ontario committee referred to here last week.

Failure to stamp out this evil in Ontario is doing injury to legitimate Canadian investment. It has been tolerated far too long.

## FURTHER DRAIN

GENERAL EISENHOWER says about Western rearmament that "The one thing that can break the United States and give us nothing in return is to drag this thing out. We must go to the limit of our producing capacity and of the capacity of Europe and get it done now."

Yes, no doubt the West should equip itself as quickly as possible to be able to fight a total war. But what does the General mean by "get it done now"? Unfortunately rearmament, like a housewife's tasks, is something that's never done; new inventions and improvements require a continuing outturn of weapons and tools if the war-making power is to be kept up to date.

Which seems to mean that our defence effort will have to continue on a sizable scale for an indefinite time to come, and thus will employ some substantial part of our productive capacity that would otherwise be working on socially-useful production. The proportion applied to defence will tend to vary in accordance with the seeming likelihood or unlikelihood of total war.

But we shall be poorer, on balance, because of this necessary application to defence, unless we somehow manage to increase our total production sufficiently to provide all the wanted civilian as well as military goods. And that cannot be done as long as we are handicapped by serious shortages of steel and other basic materials.

A complicating factor is that a large part of the public, especially that part of it represented by the labor unions, seems to believe that all that is necessary to overcome shortages is to increase the money supply. Today everyone who can is demanding more wages or raising prices. That, of course, is active inflation. Actually our biggest problem today is not one of production, since this is rising very satisfactorily, but the oft-discussed inflation. This has reached a point where it is now riding along on its own momentum.

It is a world-wide problem today, and admittedly much of the pressure on Canadian prices arises outside our own borders. But a lot of the responsibility is directly ours. Certainly to create purchasing power faster than we create goods, which is what we have been doing and what the Government is now trying to change, is to pile fuel on the fire.

Progressive Conservative Leader George Drew made a worthwhile contribution when he reminded a party gathering at Hamilton that Soviet Russia is doing all it can to promote runaway inflation in the Western countries. He called it, no doubt rightly, "one of the most powerful and dangerous weapons of Soviet Communism."


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RESOURCES

# THE MAN WITH THE POWER

by Frank Lowe

A TALL, cool almost diffident man of 48 who has never been inside a factory except as a visitor is responsible today for keeping an important portion of Canada's factories working at full tilt.

John A. Fuller holds this responsibility as President and Director of the Shawinigan Water and Power Company. The hydro-electric power developed and sold by his company keeps the wheels turning in such vital industries as the Quebec aluminum plants, the pulp and paper mills (Quebec produces 51 per cent of Canada's newsprint) and chemical factories.

Soon the importance of Shawinigan's power will increase. In the next year, it will supply 160,000 horsepower for the big titanium development on the lower south shore of the St. Lawrence River. And this isn't to be the end of Shawinigan's growth.

Fuller, who took over control of this big waterpower development less than a year ago, claims that, industrially, Quebec is going ahead "faster than any other Canadian province." New industries want more power and in order to keep up with this demand Shawinigan, in the five years following the war, spent $95 million building new developments.

### Hunt Goes On

"Even so," Fuller adds, "we feel we have only enough reserve power to meet normal expansion up to the end of 1953." So the hunt for new power sites goes on.

The excitement and challenge of this search seem to agree wtih the Shawinigan President. A father of four children and a grandfather of two, this quiet-spoken chief executive appears relaxed while setting a fast pace.

The Shawinigan holdings are located mainly on the St. Maurice River in Quebec's rugged northeast area. There, at Rapide Blanc, Trenche and La Tuque, great walls of concrete hold back the river until it develops sufficient strength to turn the huge, power-making dynamos.

Operating these places, and maintaining the hundreds of miles of wire carrying electric power through Quebec, keeps some 7,000 employees busy. This number is doubled when Shawinigan is building a new power site, such as the one just completed at Trenche.

### Meeting His Men

Fuller, whose favorite business-luncheon talk is titled "The Well-Informed Employee Is a Better Employee," prowls the immense area serviced by his company and attempts to meet all the men who work for him.

He is no back-slapper. His approach to the human element in his job is the same as his approach to the technical elements—quiet and sincere. Some of the extroverts found in all companies which must operate through isolated, unsettled terrain are slightly abashed when first meeting "the boss."

But his quick grasp of detail, and obvious interest in all workings of the company, soon have even the burliest of engineers showing him how particular bits of machinery operate. And the unskilled warm up fast when they find this impeccably dressed Princeton University graduate can listen intelligently and sympathetically to family

CONTINUED ON PAGE 44

—Richard Arless

JOHN FULLER keeps the wheels of industry turning in Quebec, but it leaves him little time for quiet relaxation with his family, one of his favorite pastimes.

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W. S. Barber,
*Secretary-Treasurer.*



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V. J. NIXON,
Secretary.

Montreal, August 24th, 1951.


## CANADIAN BUSINESS

### A WAY OUT?

BUSINESS and consumers are looking hopefully to the decision on financing the new old age pensions to bring them some relief from the sales tax. Plain ordinary politics provides grounds for the optimism.

The Government intends that the financing of the pension program shall be, "right from the start", on a contributory basis. That's on the record. But since the plan was set up, political factors have arisen which will have to be taken into consideration: the Government is accumulating a surplus at a rate of $102 million a month; taxes to cover the extra $250 million the new program will cost won't sit well with the people who have to pay them while this is going on.

Apart from the psychological need to establish that the pensions are contributory, it would be dangerous financially to cover the pensions from the budget surplus. A budget surplus can't be depended upon; the same factors that created the present surplus could just as easily work in reverse some time in the future, and leave the Finance Minister with a deficit.

Finance Minister Abbott has received a great deal of unofficial advice on how he can get out of the dilemma. It boils down to this: let there be a tax to finance the pension scheme; make this tax easier to take by reducing the sales tax.

If it's done this way, it will make quite a difference to some businesses. Tobacconists, for instance, have experienced a 13 per cent drop in cigarette sales since the tax was imposed. For other items, a fall in prices following a reduced sales tax might give consumers just enough more buying power to get over the hurdle of tight credit regulations.

### MAJOR STRIKE

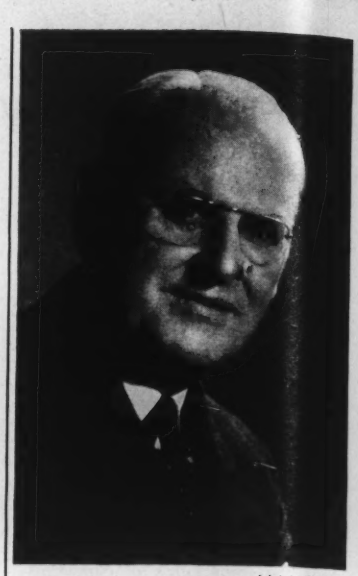
DISCOVERY of two gas wells in the Kindersley area of Saskatchewan has provoked wide interest in the larger cities of the Province. One well was brought in at Smiley and the other at Netherhill, about 20 miles from Smiley. It is believed these strikes represent location of a new field and if they measure up, it probably would not be long before gas was piped to Saskatoon and Regina.

### PROVINCIAL MERGER?

PREMIER MANNING'S recent statement at a meeting in the resort town of Qualicum Beach, BC, that Alberta and BC amalgamate to form an "ideal economic unit" has aroused interest in the prairie Provinces, although some quarters have declined to consider the suggestion until the Alberta premier elaborates.

While BC has been dickering with the east to finance its growth, Alberta's treasury is groaning with oil revenues. A recent Alberta financial report showed the Province's public debt has been reduced to $97 million, and under a refunding

CONTINUED ON PAGE 44



—Adolphe-Montreal

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# NATO COMES TO OTTAWA

CONTINUED FROM PAGE 11

Turkey should be in NATO at all, if the joint military command is not to be part of NATO. You'll have to go back to Page 1 and start over. It couldn't be more like Alice in Wonderland.

Before a decision is reached you can count on several more refinements. And in any case the Turks will still have the last word, so any announcement from Ottawa is likely to be general. The admission of Turkey and Greece is dictated by purely strategic considerations. Canada and some others have not ceased to urge that the constructive idea of Atlantic Community must also be kept alive. For Western Europe nothing seems more vital than to show that the 12 Atlantic powers are trying to give the ordinary people of the West a better kind of life—not merely to hand out more rifles. This is the real challenge to the Atlantic Council.

As I write, the final agenda for the Ottawa meeting has not been settled. But the draft includes an item called: "Other possibilities of NATO." Here is the chance for an imaginative move to show that rearmament is a means and not an end in itself. There will be talk about NATO's attempt to establish an information service; and a public relations job is certainly needed. But there's more to it than this. If Canadian brains could devise a more constructive approach, there would be no lack of supporters.

A whole new vista of what NATO might become is opened up by another item on the Ottawa agenda. This is the first report of the Financial and Economic Board established in this year's reorganization. Experts of all the member countries have been working hard in Paris to prepare a study of what rearmament means to each of them. Their first report may be only preliminary; but it's a milestone all the same. Because at least it looks towards a basis for "sharing the burden" of rearmament.

Brooke Claxton is always producing calculations to show how large a proportion of our national income Canada is spending on defence. The FEB will have all these figures. But it will go further. It will try to relate the defence burden to each country's capacity to pay. No one wants to levy income tax on a straight percentage basis across the board. We recognized long since that it might be fair to take 50 per cent from a rich man when it would be unfair to take 5 per cent from a poor man. NATO is still a long way from accepting this principle as between countries. But the FEB report makes Claxton's calculations look like a child's first sums.

The FEB started its work this summer by sending a questionnaire—a sort of income-tax form—to each country. Then each Government had to go through an oral exam on its returns. Two of the 12 took the role of cross-examiners while a third took the witness stand. It was a pretty thorough job. In Paris some weeks ago a senior official said to me with relief: "Thank goodness we passed our exam yesterday." The Americans went through their exam the same as everybody else. Nobody suggested they weren't doing enough; but they were grilled about the high prices which were upsetting all their allies.

An analysis of comparable national efforts based on this work will be before the Finance Ministers at Ottawa. I hardly expect Finance Minister Douglas Abbott to lead a stampede to offer financial help to Europe. There is not yet any agreed yardstick for equality of sacrifice. But national dutyshirking is becoming more and more difficult.

There won't be much of all this in the headlines. But it's in the development of these ideas that the real importance of the Ottawa meeting of the Atlantic Council will lie.

# MOTEL BUSINESS

CONTINUED FROM PAGE 38

formation and Tourist Travel have indicated. NB tourist authorities feel that travel counsellors in the U.S. are more generally recommending NB and the Maritimes to tourists.

With 17 per cent of each U.S. tourist dollar going to hotels, resorts and tourist camps—$44,200,000 in 1950—increases in tourist travel mean an increase in the business of providing accommodations. Since hotels are not an attractive investment these days—only about 20 have been built in Ontario since the war—it will mean, in effect, an increase in the number of motor courts and motels, which in turn means increased competition for existing hotels.


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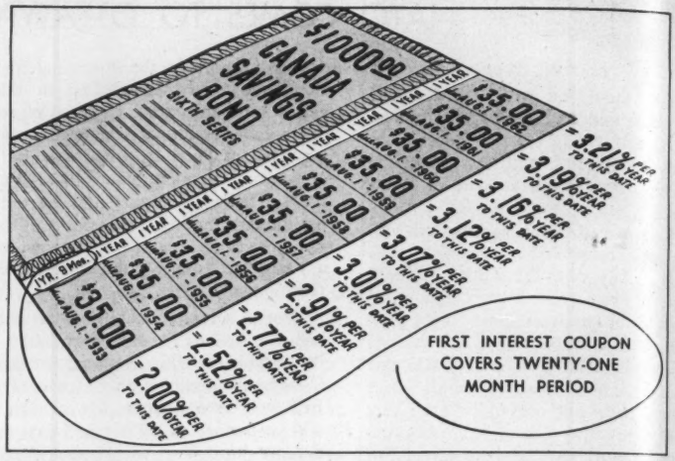
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NEW ERA

# CASE FOR PUBLIC RELATIONS

by Scott Young

—Canada Wide

SCOTT YOUNG, for many years a working newspaperman, makes the case for PR men.

FOR MANY YEARS as a newspaperman and magazine writer and editor I shared the popular view of the public relations man. He was a newspaperman who had gone over to the other side; a man who had exchanged the daily pursuit of truth for the pursuit of only those truths which happened to agree with the policy of the company which employed him.

Enough of the old prejudice remains that in setting myself up here temporarily as a public relations man for public relations men, with some people I automatically place myself in a somewhat lower category than the man who defends the man-eating shark. But I believe there is a sound basis for arguing that the rapid mushrooming of the profession of public relations is a mark of an important advance in the thinking of men who are biggest in industry and politics.

## Good and Bad

In that statement, I'd like to allow immediately that I'm not identifying this significant change with any of the dozens of shyster offshoots of public relations. These shysters operate from the very high level of personal apologists for politicians right down to the level of assistant pickpockets for badly-run charitable organizations and unprincipled mining promoters.

To my mind, the important thing right now is that many of the big people of this country have decided in the last ten or fifteen years that it's a good idea to let the public know what makes government and industry tick. Basically, they want to convince the public that Canada is a good place in which to live and work.

They now openly care what the public thinks, which—particularly for industry—is a remarkable reversal of form. In government, a man can't last long if he clings to the old maxim, "The public be damned!" In industry, a man can hold that view and still survive, but because he's behind the times his survival is constantly threatened; a company run by such a man has a high labor turnover, takes an awful beating during strikes, and deserves everything it gets.

Not long ago, before the industrial public relations man existed, some industries under attack by some unprincipled unions had no peaceful means of defending themselves. If a line of pickets marched up and down in front of a factory bearing placards saying that this was a sweatshop, the general manager often wished that he could get out there with a placard stating his side of the case, but of course he couldn't. Some of the industries under such attack deserved it; many changed for the better as a result of labor's efforts. But other companies, comparatively blameless, had no way to state their cases. The logical end to that situation, had it been allowed to go on, would have been a gradual loss of public confidence, first in industry, then in the political system which allowed industrial outlaws to exist; finally, violent change.

## Close to Rebellion

We had enough company-labor riots in this country to know that they often came close to civil rebellion on behalf of just such violent change.

I don't know who it was on the management side who first got the idea of consulting someone of comparatively low station, in an attempt to find out *why* management was drawing such heavy fire. But whoever the person approached was, he was the first public relations consultant. He had to be a fairly brave man, for his function was to identify the burrs under the saddle, then to persuade the rider to dismount, remove the burrs, and resaddle.

The current method of public relations grew from such a beginning. At least one Canadian company now spends a quarter of a million dollars a year just to present its case to the public, *including its employees*. Many other companies, large and small, have public relations departments. All this effort takes the form of education, by booklets, company periodicals, films, trained speakers. This, among public relations men, is called creating goodwill. But the really important result has been that once a company decides to pursue public approval, its owners must become vigilant in making sure that everything it does will be approved by the public. The light of public opinion, turned inward on a company through its public relations department, illuminates many a dark corner which needs cleaning and polishing; and this is done. A good public relations man now says to his company, "Public relations can't be laid on like whitewash over all the bad spots. You be good, and we'll make sure the public hears about it. If you're bad, you'll have to take the consequences."

I think the whole process is healthy. Through the past efforts of public


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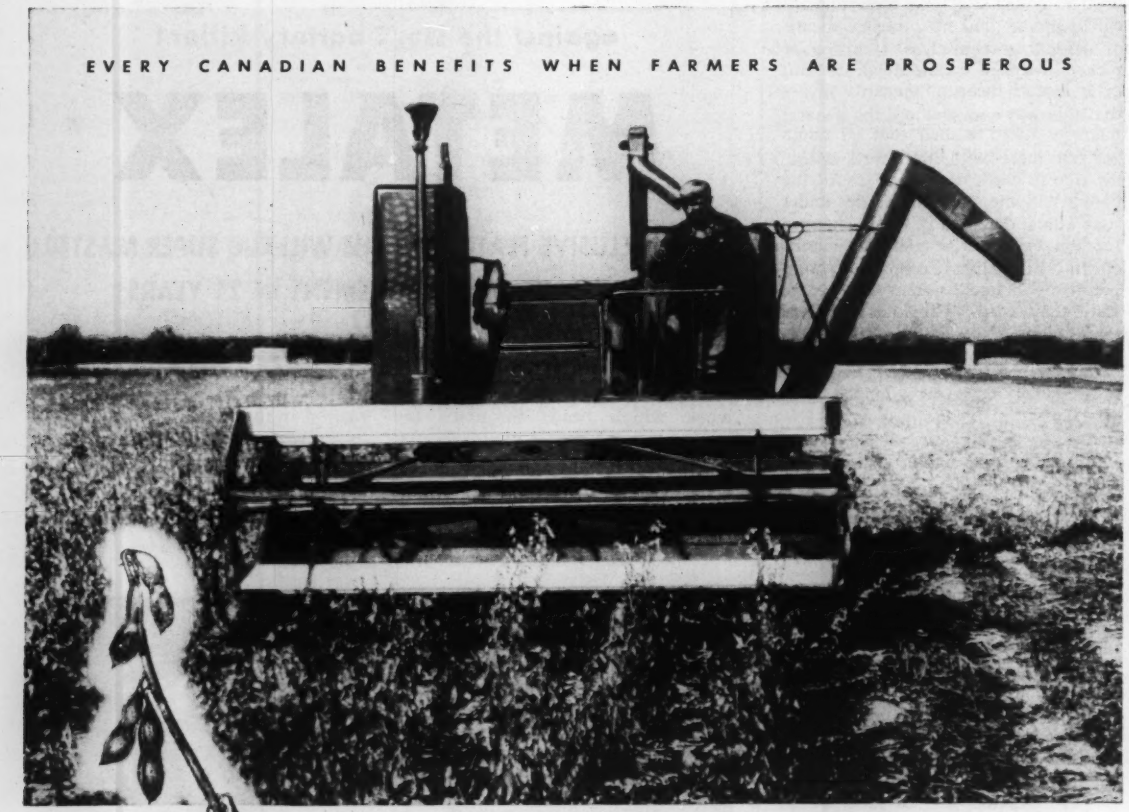
relations men in seeking public understanding of the aims and business practices of large companies, the public now usually is willing to give a company at least an even break in considering the rights and wrongs of a labor dispute. An increasingly familiar facet of every large strike is the presentation through advertisements, sometimes side by side, of both sides of the strike. The public, reading both, is able to decide for itself which side should receive its support.

In case I didn't make it clear before, I do not intend by all this to have you believe that the public relations men themselves are faultless. It is the idea, expressed through their very existence, that is important—the idea that big money and big politics in this country now feel public approval is worth courting. That is a long step forward because (and nobody should be afraid to say it) our industrial system is the economic expression of the beliefs by which we are governed. The big companies therefore are the foundation of our present way of life. Their good management is a bulwark against another way of life many of us fear. The public relations men are just people with all kinds of human frailties like the rest of us, but their job is to see that we understand what materials are going into the foundation and the bulwark, and therefore the gospel they preach often comes quite close to the fundamentals of our survival.


EVERY CANADIAN BENEFITS WHEN FARMERS ARE PROSPEROUS



*Massey-Harris machines are promoting agricultural expansion in 71 other countries, besides Canada.*

Bean from the Orient

Now a Multi-million Dollar Canadian Crop

With the aid of modern machines, Canadian farmers are rapidly increasing production of soybeans for both food and industrial uses

In the Orient, soybeans have been an important farm crop for centuries, but in Canada they were almost unknown until the 1930's. Today, they are grown by the millions of bushels, chiefly in Southern Ontario, and are contributing to the welfare of Canadians from coast to coast.

Oil from Canadian-grown soybeans is replacing imported vegetable oils in many food products. Soybean meal (after the oil is extracted) provides a wealth of protein for poultry and livestock feeds, which helps greatly to increase the output of eggs, milk and meat. Industrially, soybeans are an important constituent of paints, plastics, adhesives, gelatins, hairpins, and scores of other commodities.

Credit for the rapid expansion of soybean growing in Canada goes jointly to the enterprise of Canadian farmers and to recent developments in farm machines. Without the aid of such machines as the Massey-Harris self-propelled Combine (shown above) soybean growing would still be a doubtful venture for most Canadian farmers. With such machines available, they have been able to profit from another cash crop and to make a further contribution to Canada's welfare.

A CANADIAN COMPANY WITH A WORLD-WIDE ORGANIZATION

MASSEY-HARRIS


## SOCIAL SECURITY

# OLD-AGE PENSIONS: WHO GETS THE BILL?

by J. Fraser Coate

THROUGH social legislation and employee-benefit plans, the majority of our working population is provided with or has access to security and aid in the cost of raising children, loss of income due to sickness, medical and hospital insurance, and group life insurance.

As of January 1952, a further step in providing security will come with the establishment of Government Old Age Pensions of $40 per month at age 70, payable to all citizens qualified by attained age and residence.

Whether one agrees or does not agree with the principle of an universal old-age benefit, the fact remains it will be in effect as of January 1, 1952. Employer and employee alike are concerned with the effect it may have on existing or proposed industrial pension plans.

### Integration Probable

As most industrial plans provide for retirement for males at age 65, it is probable the majority will arrange for the integration of the industrial plan with the Old Age Benefit. Certainly the average pensioner will be better served by an increased industrial pension from 65 to 70 rather than to receive an increase of $40 in his pension income (or $80 if his wife is alive and eligible) at age 70. Such adjustments to industrial plans are relatively simple and actuarially sound. For a pension of $100 per month, for instance, such benefit may be increased by about $24.30 per month to provide a level life income inclusive of the $40 beginning at age 70.

One employer has questioned his employees' continuing interest in his voluntary contributory pension plan with the advent of Old Age Benefits. Experience in the U.S. indicates that quite the contrary will be the case.

Before January 1, 1951 only some 75 per cent of the employed labor force in the U.S. was covered under their Act. H.R. 6000 became effective at that time which considerably broadened the coverage and benefits provided but still left about 25 per cent of the labor force without these benefits.

In both countries the Old Age Benefit is considered by the Government to be purely basic. The tremendous growth of industrial plans and indeed individual annuity policies sold by insurance companies in the U.S. occurred after it was established that the Government decreed every eligible citizen should have a minimum basic pension. It will be found that few employees today will be satisfied to retire at age 70 on $40 per month. We may expect a tremendous growth in the establishment of new employer-employee plans shortly after the implementation of Old Age Benefits.

In comparison with the U.S., for

CONTINUED ON PAGE 48

J. FRASER COATE, MBE, is manager of the Pension Division of the Montreal Trust Company.

## LETTERS

### BC Preachers

I HAVE READ with much pleasure and interest the article by John Dunlop "Canada's Seven Greatest Preachers." And while I make no claim that BC has one of our "greatest" preachers, still we have some who would bear mention . . . What about Dean Swanson of the Anglican Cathedral in Vancouver? One could well quote from that written about Dr. W. A. Cameron: "His sermons were decisive—there was no doubt in anyone's mind what he was saying. He took nothing back. He had a great knowledge of history and a knack of using current events to drive home his points" to [describe] one of Dean Swanson's sermons, except of course to use the present tense. Dean Swanson is still very much in harness. He also frequently broadcasts over CBC.

*Courtenay, BC.* MRS. V. SCHJELDERUP

### Chaplain Nomination

JOHN DUNLOP invites additional names of Canada's great preachers. I should like to draw attention to the Right Reverend G. A. Wells, CMG, DD, South African veteran, Principal Chaplain in First World War, Bishop of Cariboo, Chaplain General in Second Great War, afterwards Chaplain of the Fleet, and now, still on duty, but living quietly in Toronto.

*Ottawa, Ont.* AN ADMIRER

### Anglican Preachers

I DON'T LIKE the crack John Dunlop made when he says, "Canon Wilkinson is a big man, fair and broad-minded. He is not typically Anglican. He could be right at home in any church." Is he saying the typical Anglican is small, unfair and narrow-minded? This letter is from just one of that Church and I resent his insinuation . . . Undoubtedly you have chosen seven "great" preachers but not the seven "greatest". In my list I wouldn't include all Anglicans either.

*Ottawa, Ont.* R. G. STEPHENS

### Massey Report

MANY thanks for your illuminating series of articles on the various sections of the Massey Report. While I by no means agree with all the conclusions drawn by your writers I believe that the Report should be discussed in detail.

*Hamilton, Ont.* T. C. HOLDING

### Wine Societies

I WISH to congratulate you on the item "Best Wine Merchant" on "The Front Page" of August 21. There is more than one way of inculcating sound advice about table wines. There are Wine and Food Societies across the United States from New York to San Francisco and Los Angeles.

The Societies owe their inspiration to Monsieur André L. Simon, Editor of the *Wine and Food* Quarterly and he was their original founder.

I am sure Monsieur Simon would be only too glad to give his help and advice to any Canadians who would like to found a Wine and Food Society in Canada. His address is 30 Grosvenor Gardens, London, S.W.1.

EDWARD G. DE PURY

*Seigniory Club, Que.*

### Not Rouyn

IN YOUR issue of August 21, under *National Round-Up*, you mentioned: "Father Roy of the Quebec mining city of Rouyn."

Father Roy is not of the City of Rouyn and nothing concerning the controversy alluded to had anything to do with the City of Rouyn.

I read the different articles in the Montreal *Gazette* and they refer to the post office of Ste. Germaine, called Boule, in the Abitibi County, a place which is at least 50 miles from Rouyn.

The opinion expressed on this incident by His Grace Archbishop Léger, of Montreal, expresses the catholic viewpoint on the incident.

*Rouyn, Que.* M. PAUL CUDDIHY, Former Mayor of Rouyn

### Pilot's Painting

THE upper reproduction on Page 30 of your issue of August 28 you have labelled "Spring Thaw, Baie St. Paul" by Robert Pilot. To me and thousands of your readers it has the appearance of being a J. W. Morrice painting entitled "Levis Ferry" or something very much like that.

*Ottawa, Ont.* E. P. REID

■ *No, the painting is Robert Pilot's. Notice the signature visible at the lower right-hand corner.*

He's engaged!

No, Joe isn't fooling. This is truly the beginning of a long and happy life together.

You see Joe is an executive, and while he hasn't had his name on the door long, he's had enough experience to realize that outsiders (and even the people he works with) will judge his department by their biggest contact with it . . . his correspondence. Joe knows that there's a picture of him in every letter he writes, and, being an ambitious man, he wants that picture to leave a lasting impression of neatness, efficiency and ability.

Talking it over with the other department heads, Joe learned that typists are happiest and do their best work when they use the same make of typewriter that they had at school . . . hence the new Underwood*.

But Joe has done much more than make typing pleasant and a lot easier for his stenographer. He's bought a fine precision-built machine that will serve him faithfully and well for many, many years to come. His Underwood is the faultless product of a company that has led and pioneered in typewriter development since it brought into being visible writing.

Here's a "proposal" that can make you "letters-perfect" too. Give your secretary a new Underwood . . . with the keys she loves to touch. A telephone call to your nearest Underwood office will start it on its way.

** More Underwood typewriters are used in business schools than any other make.*

**Underwood Typewriters**

**Sold and Serviced in All Principal Canadian Cities by Underwood Limited**

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CONTINUED FROM PAGE 46

tax-approved plans employee contributions in Canada up to certain limits are tax-exempt whereas in the U.S. they come from tax-paid income. With the existing further tax exemption of $500 per year provided at age 65, for the most part Canadian contributions to a tax-approved pension plan are totally exempt from income tax on pension payments or benefits.

The one feature of the Government's planning which is not as yet announced and which will affect both existing and proposed employer-employee arrangements is the manner in which the benefit is to be paid for.

It should be obvious to all thinking Canadians that no matter what the plan—not the Government, not industry, but they, the citizens, will make the final payment. To see that all citizens share an equitable burden, however, is not simple to arrange.

It is announced Government policy that, in some manner, all citizens should be made to realize the benefit is not a gift from a paternalistic government; it is rather a tax on their production, proceeds to be used for the benefit of those now 70 and over. It is also a benefit they may expect for their own retirement.

Unless this fact is established, it is quite true proponents of radical and uneconomic policies may well succeed in their political aspirations by convincing their constituents or prospective constituents that you can get something for nothing, and will promise increased benefits without regard to increased costs. It is hoped, however, that a somewhat broader concept of the whole problem may be provided to those of business and industry who are most concerned.

The facts trimmed down to essentials are these:

(a) Total adult population
(b) Total working population
(c) Total covered by Unemployment Insurance
(d) Total now paying Personal Income Tax

| Approximately | % of Adult Population |
|---|---|
| (a) 8,000,000 | 100% |
| (b) 5,200,000 | 65% |
| (c) 2,800,000 | 35% |
| (d) 2,200,000 | 27.5% |

The problem presented is obvious. It does not necessarily follow that a sales tax is the only solution. It is suggested it may be found to be the most equitable.

### Administration Costs

The approximate 2,400,000 employed persons not now covered by Unemployment Insurance, except for the smaller portion exempted by reason of income, presumably are not covered for the most part because of the cost of administration. The self-employed, farmers, trappers, fishermen, etc., constitute a large body of beneficiaries of the Old Age Benefit spread across some thousands of miles. The possibility of an employer-employee deduction for Old Age Benefit taxes from this body of citizens would certainly be too costly.

It has been suggested that for the purpose of a tax for Old Age Pensions, a reduction in the personal income tax exemption be made to $750 single and $1,500 if married. Not only would this greatly increase the existing heavy overhead of both employers' payroll staffs and Government tax departments, assuming the tax were 2 per cent each from employer and employee or 4 per cent if self-employed. The collection costs would certainly be high in relation to the income obtained from the majority of workers who do not now pay income taxes.

Because present Government budgeting is apparently going to produce a substantial surplus is certainly not a valid reason in itself to pay for Old Age Benefits from such surplus. As Canadians, we are providing a privilege of citizenship not comparable to any other country. As Canadians we must in the immediate future decide just how we are going to pay for it—not as a tax on business—not from general Government revenue—but in a manner of equitable burden for all in equal opportunity to benefit.


"Savings play a vital part in the battle against inflation"

*... says Emerson Creed, Financial Editor, The London Free Press*

"Can inflation be checked?

"Every one of us is concerned with the answer to this vital question. Today's all-time high costs of goods and services affect the living standards of people in all walks of life; and those living on fixed incomes are especially hard hit.

"In addition to weakening our economy, inflation threatens our defence programme.

"Therefore every known method of controlling rising prices must be applied with vigour.

"Government measures such as increased taxes, credit restrictions and reduced non-defence spending are necessary, if unpopular. Of course, business and industry must co-operate — especially by increasing productivity. The average man might feel that any control he alone can exert is insignificant. But the individual can and should help by doing his utmost to save money.

"Every dollar he saves—through bank deposits, savings bonds or life insurance—plays a part in helping to stem the tide of inflation. And at the same time, it brings the saver important personal benefits.

"These benefits need no reviewing. But it may be pointed out that nothing has changed their importance even though there are many demands and temptations to use income for other purposes. Nor has anything supplanted saving as the one method most people have of obtaining many of the things they want and need most.

"All in all, there are more reasons for personal savings today than ever before."

Emerson Creed

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*A message from*
THE LIFE INSURANCE COMPANIES IN CANADA
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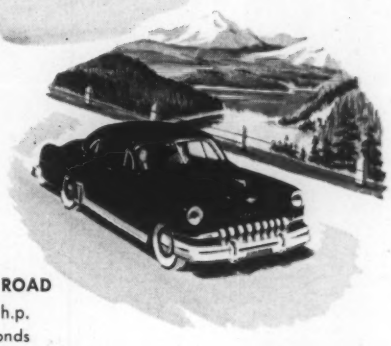

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You'll hardly feel any vibration, because of floating power engine mountings, oil-smooth Fluid Drive and the silent, easy operation of "Tip-Toe" shift.

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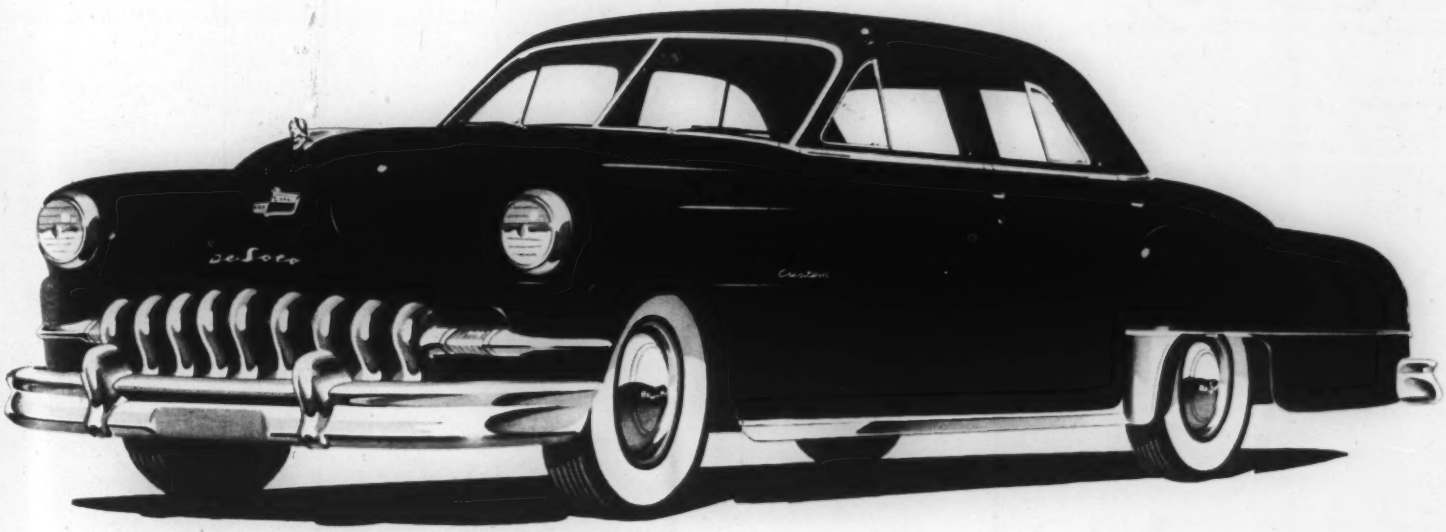


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You've got it – when your hand's around a frosty bottle of Coke. You'll enjoy this tingling, delicious refreshment.

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